

AMTRAK handled the derailment of Northeast Regional Train crisis appropriately because the company provided an implementation plan quickly, which was effective for reputation maintenance. "Within 24 hours of the incident, AMTRAK set up a Family Assistance Center in Philadelphia to work closely with the family of passengers". Under the crucial conditions, "AMTRAK's responders worked at the dark of the night to rescue and provide aid to hundreds". AMTRAK had strong concerns on passengers' safety, and stated, "We will also continue in the Northeast Corridor by December of 2015". W. Timothy Coombs, a crisis expert, states, "the organization needs to release updates on the recovery process, corrective actions, and/or investigations of the crisis". AMTRAK set up a Family Assistance Center within 24 hours, admitted its mistakes, and promised the public about future development with a time restraint. Therefore, AMTRAK earned the public's trust, and maintained its reputation by properly preparing for a crisis.