



## PROVIDE OUTSTANDING CUSTOMER SERVICE

*Dan Niec, District Engineer*



# Tracker

MEASURES OF DEPARTMENTAL PERFORMANCE



Every MoDOT employee is responsible for delivering outstanding customer service. We strive to be respectful, responsive and clear in all our communication. We want to build strong relationships with our transportation partners, our customers and each other.

RESULT DRIVER:  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT  
DRIVER:  
Tammy Wallace,  
Senior Customer  
Relations Specialist

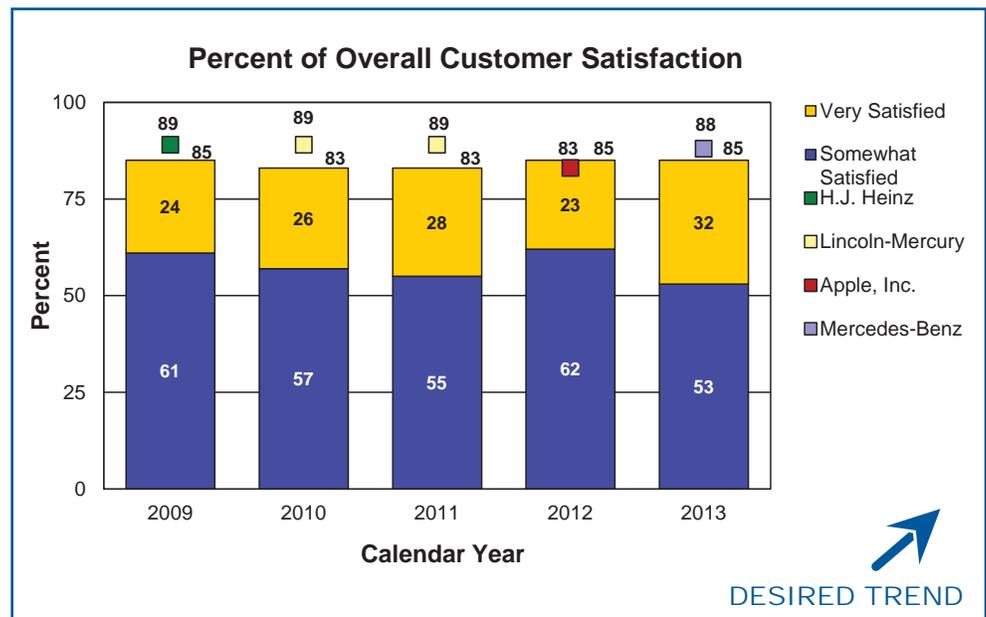
PURPOSE OF  
THE MEASURE:  
This measure tracks  
MoDOT's progress toward  
the mission of delighting its  
customers.

MEASUREMENT  
AND DATA  
COLLECTION:  
Data is collected through  
an annual telephone survey  
of approximately 3,500  
randomly selected Missou-  
rians. Data compiled by the  
American Customer Satis-  
faction Index in 2013 shows  
Mercedes-Benz having the  
highest customer satisfac-  
tion rate – 88 percent – out  
of the hundreds of compa-  
nies and government agen-  
cies the ACSI scores.

### Percent of overall customer satisfaction-3a

Over the past few years customer satisfaction has remained high. Last year, 85 percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, which tied a record high. We also saw an increase in the number of very satisfied customers.

The condition of our roads and bridges and customer satisfaction are closely tied together. In the 2013 Report Card from Missourians, customers told us the condition of roads and bridges were the most important transportation service to them. MoDOT staff has been diligent in providing outstanding customer service, and temporary funding has allowed us to keep our system maintained at a level customers expect. However, over the next few years as MoDOT's funding is anticipated to drop below what is required to even maintain the state system, customer satisfaction levels are likely to be impacted.



RESULT DRIVER:  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT  
DRIVER:  
Holly Dentner,  
Customer Relations  
Manager

PURPOSE OF  
THE MEASURE:  
This measure tracks the  
percent of customers who  
view MoDOT as a leader  
and expert in transportation  
issues. The measure shows  
how effectively MoDOT  
conveys its expertise to the  
traveling public.

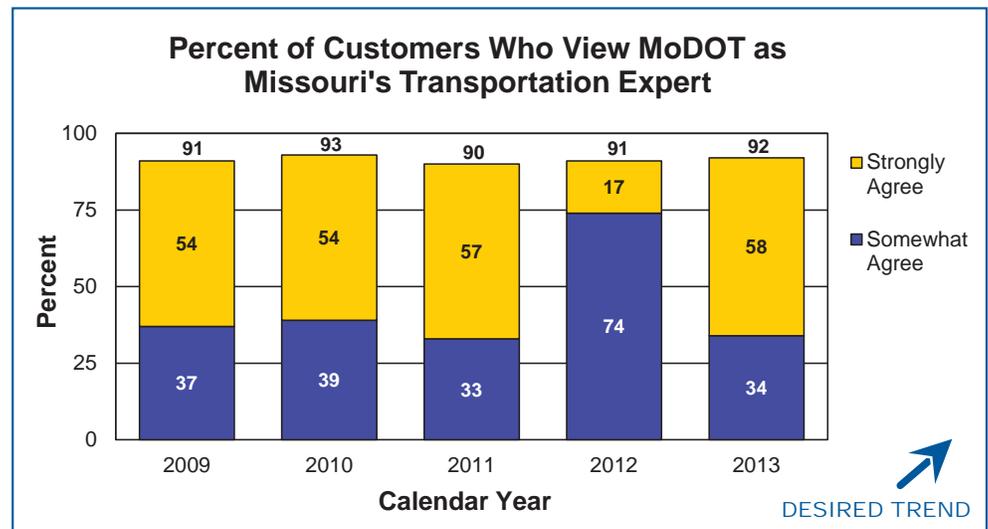
MEASUREMENT  
AND DATA  
COLLECTION:  
Data is collected through  
an annual telephone survey  
of approximately 3,500  
randomly selected Missou-  
rians.

### *Percent of customers who view MoDOT as Missouri's transportation expert-3b*

As the agency responsible for transportation in Missouri, MoDOT must hold its lead as an expert in the field. The department should serve as the front-runner – representing the best transportation options for Missouri and partnering with state and national organizations and others to deliver a strong transportation system.

The 2013 survey shows an overwhelming majority of customers perceive the department as Missouri's transportation expert. Ninety-two percent of those surveyed agreed MoDOT serves this role, a percentage the department has consistently maintained since 2009. Of the 92 percent, 58 percent of respondents "strongly agreed" and 34 percent "somewhat agreed" MoDOT serves as the state's transportation expert.

The department continues to work on improving partnerships with all Missourians, including local government, legislators and other elected officials, and transportation-related groups and organizations. With the suspension of the cost share program, these relationships may face challenges.



RESULT DRIVER:  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT  
DRIVER:  
Melissa Black,  
Customer Relations  
Manager

### PURPOSE OF THE MEASURE:

This measure tracks the percent of customers who trust MoDOT to keep its commitments. Public trust is an important component in building support for transportation issues.

### MEASUREMENT AND DATA COLLECTION:

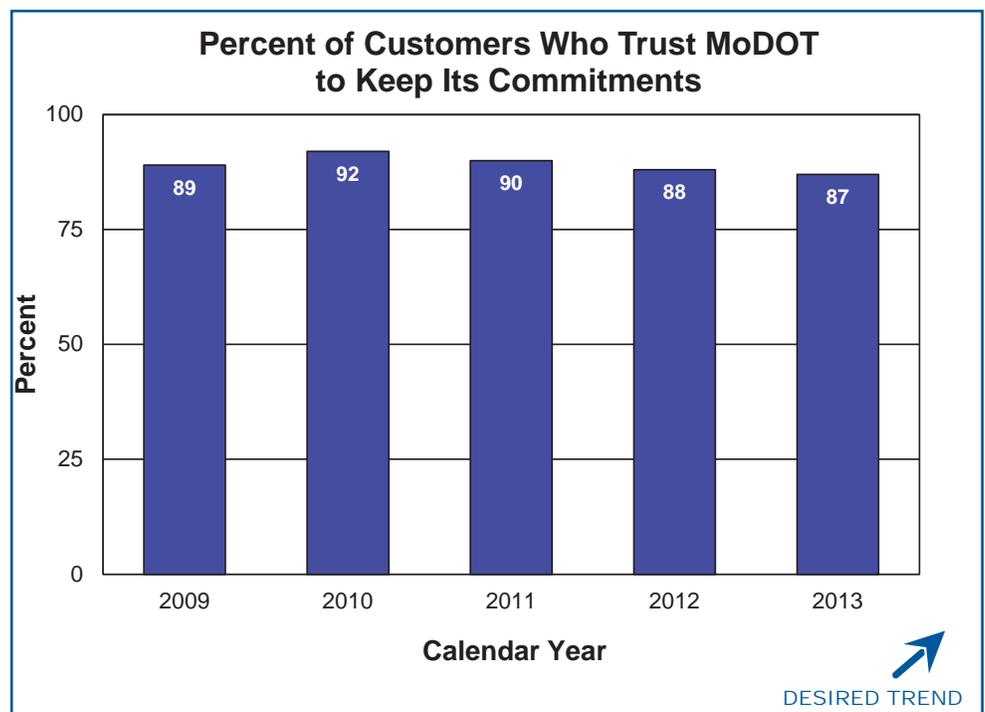
Data is collected through an annual telephone survey of approximately 3,500 randomly selected Missourians, being most recently updated for the October 2013 Tracker. Until 2013, this measure was a yes/no question. This year, customers responded to a satisfaction scale. The sum of the positive responses – Somewhat Agree at 45 percent and Strongly Agree at 42 percent – provide the comparative data for 2013.

## Percent of customers who trust MoDOT to keep its commitments to the public-3c

Gaining and keeping the public's trust is key to MoDOT's overall success. The best way MoDOT can accomplish this is to deliver on the commitments it makes. In the 2013 survey, 87 percent of Missouri residents said they trusted MoDOT to keep its commitments compared to 88 percent in 2012. While the 1 percent difference is within the statistical margin of error, it is part of a four-year downward trend from 92 percent in 2010.

The department's annual construction program, which is estimated to be just over \$700 million for 2015, will drop to \$600 in 2016 and then just more than \$300 million each year in 2017 through 2019. Missourians tell MoDOT they want more from their transportation system, but the reality is they are going to get less – and what they have will get worse. Because of the current financial forecast, the Missouri Highways and Transportation Commission decided no new projects will be added to the 2015-2019 STIP. The Commission also suspended the cost share program, which allowed local governments to partner with MoDOT to deliver state highway and bridge projects that enhance economic development in the state.

As fewer projects are completed, and the system deteriorates, it is likely the public's trust in the department to keep its commitments will continue to decline.



RESULT DRIVER:  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT  
DRIVER:  
Marie Elliott,  
Customer Relations  
Manager

PURPOSE OF  
THE MEASURE:  
This measure tracks  
whether customers feel  
MoDOT provides timely,  
accurate and understand-  
able information about road  
projects, highway conditions  
and work zones they need  
and use.

MEASUREMENT  
AND DATA  
COLLECTION:  
Data is collected through  
an annual telephone survey  
of approximately 3,500  
randomly selected Missou-  
rians.

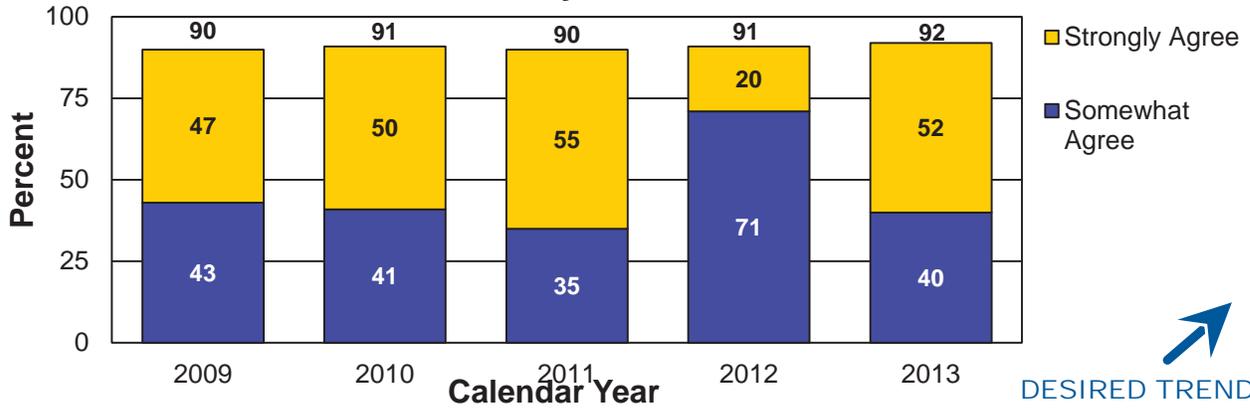
### *Percent of customers who feel MoDOT provides timely, accurate and understandable information-3d*

Just like well-maintained roads and bridges, MoDOT delivers information. The citizens of Missouri expect timely, accurate and understandable information from their department of transportation. Whether it's a press release, e-update, text alert or a notice of a public meeting, MoDOT makes every effort to get the word out as quickly and as clearly as possible. The results of this effort are public trust and respect. With numbers consistently topping 90 percent agreement for the past four years, this measure shows that the department meets our customers' high expectations.

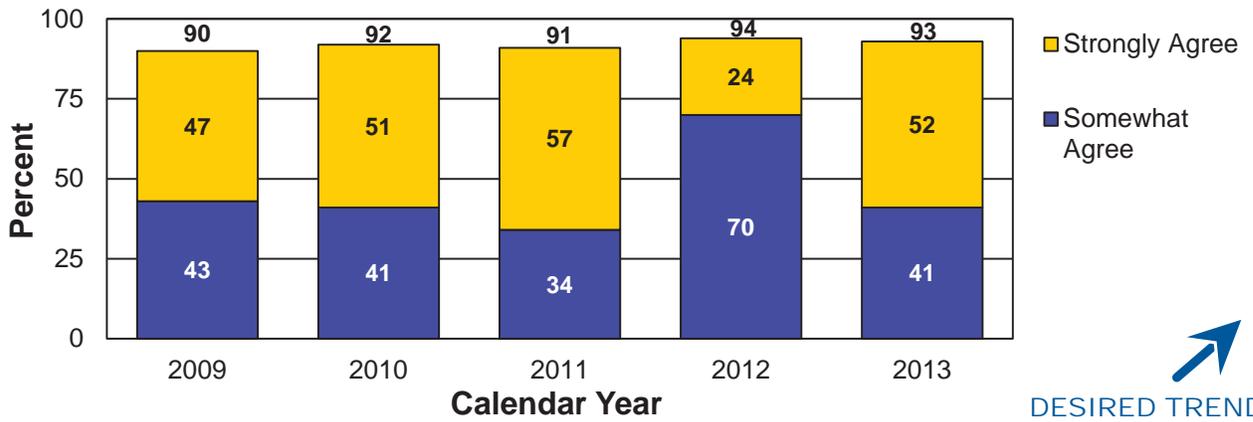


# PROVIDE OUTSTANDING CUSTOMER SERVICE

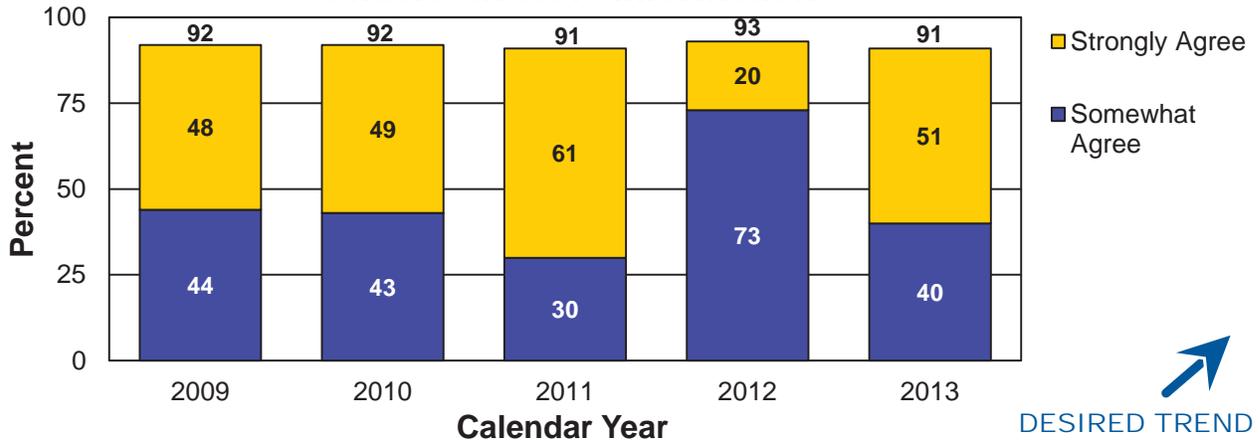
## Percent of Customers Who Feel MoDOT Provides Timely Information



## Percent of Customers Who Feel MoDOT Provides Accurate Information



## Percent of Customers Who Feel MoDOT Provides Understandable Information



**RESULT DRIVER:**  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

**MEASUREMENT  
DRIVER:**  
Eric Schroeter,  
State Design Engineer

**PURPOSE OF  
THE MEASURE:**  
This measure provides information regarding the public's perception of MoDOT's performance in providing the right transportation solutions.

**MEASUREMENT  
AND DATA  
COLLECTION:**  
Data for this measure is collected through an annual survey sent to users of projects completed and opened to traffic within the previous year. The districts identify 21 projects – three per district – in three different categories (large – major route listed as or funded through major project dollars; medium – district-wide importance; and small – only local significance). A sample of residents is drawn from zip code areas adjoining the roadway where the project was recently completed. The samples include 500 addresses per project area.

### *Percent of customers who believe completed projects are the right transportation solutions-3e*

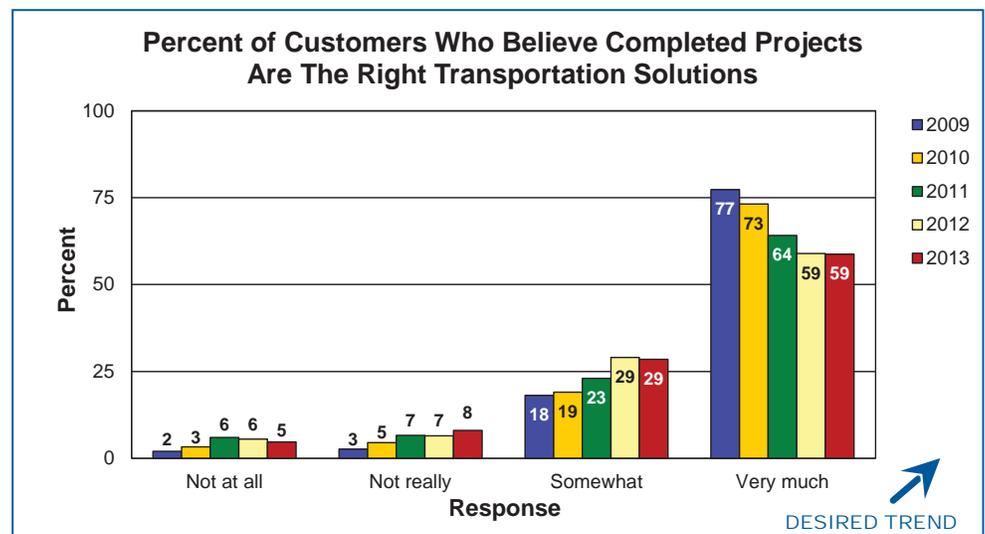
One of the most prominent products MoDOT delivers to its customers is a highway construction project. While the department tries to involve local residents in planning and designing local projects, the real impact of the project isn't known until people actually use the results of the project. The 2013 survey results continue to show most Missourians are very satisfied with local projects and generally believe that MoDOT provides the right transportation solution.

The majority of respondents thought that the project made the roadway:

- safer (90.1 percent),
- more convenient (84.4 percent),
- less congested (72.0 percent),
- easier to travel (86.7 percent),
- better marked (84.1 percent), and
- 87.3 percent considered the project the right transportation solution.

As part of the questionnaire, each respondent had the opportunity to provide comments about why the local project was – or was not – the right transportation solution. Each comment is shared with the local district for evaluation and to guide future projects.

MoDOT expects the funding available for the annual construction program to drop until it reaches just more than \$300 million by 2017. At that level, the department will not be able to maintain the highway and bridge system, not to mention undertake projects that solve transportation problems. This measure could decline in the near future.



**RESULT DRIVER:**  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

**MEASUREMENT  
DRIVER:**  
Melissa Black,  
Customer Relations  
Manager

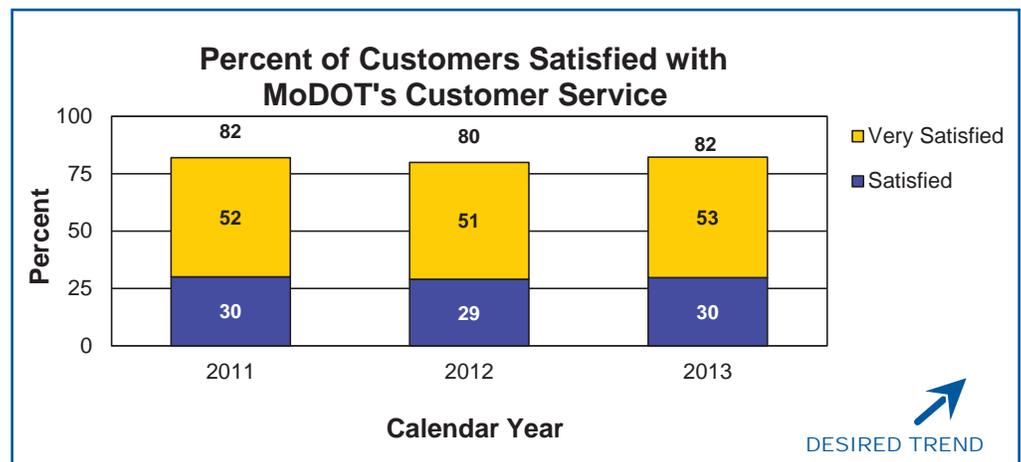
**PURPOSE OF  
THE MEASURE:**  
This measure shows how  
satisfied customers who  
contact MoDOT are with the  
politeness, clarity and re-  
sponsiveness they receive.

**MEASUREMENT  
AND DATA  
COLLECTION:**  
The data for this measure  
is obtained from a monthly  
telephone survey of 200  
customers who contacted a  
MoDOT customer ser-  
vice center in the previous  
month. The customer con-  
tacts come from call reports  
logged in to the customer  
service database. Survey  
participants are asked to  
respond on a Strongly  
Agree to Strongly Disagree  
scale regarding represen-  
tative politeness and how  
quickly and clearly MoDOT  
responded to and answered  
questions or concerns. A  
fourth question asks for a  
rating of overall satisfac-  
tion. This measure also  
includes the average time to  
complete requests logged  
into the customer service  
database. Requests that  
require more than 30 days  
to complete are removed  
to prevent skewing overall  
results.

### *Percent of customers satisfied with MoDOT's customer service – 3f*

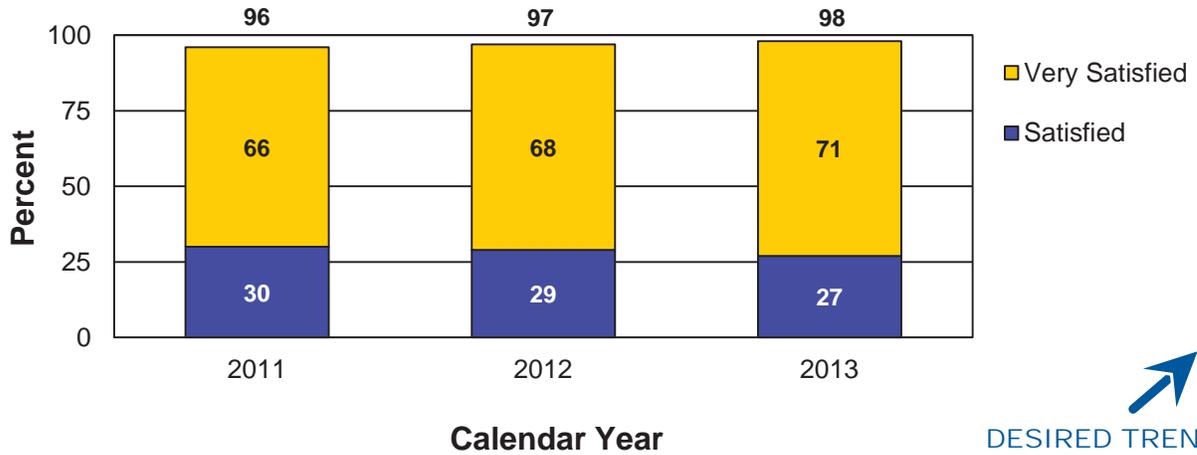
MoDOT actively seeks feedback from the people it serves. In 2012, MoDOT created a statewide call system and enhanced an online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach to provide outstanding customer service. Since implementation, customer perceptions of MoDOT's politeness, responsiveness and clarity increased, resulting in an overall increase in customer satisfaction.

In calendar year 2013, 82 percent of customers surveyed indicated overall satisfaction with MoDOT's handling of their question or concern, an increase of 2 percent from the previous year. Satisfaction with politeness was indicated by 98 percent of respondents, 91 percent felt they received a clear, understandable answer and 92 percent were satisfied or very satisfied with the promptness of the response they received. While politeness remains the strongest feature, all measures increased slightly. The average time to complete customer requests during 2013 was one day, an improvement from the 1.5 days required in the past two years.

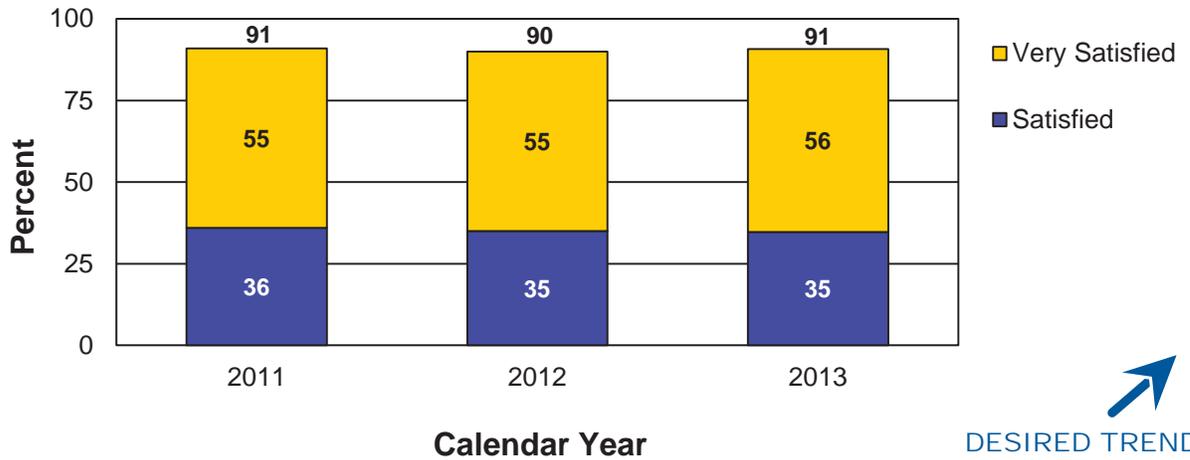


# PROVIDE OUTSTANDING CUSTOMER SERVICE

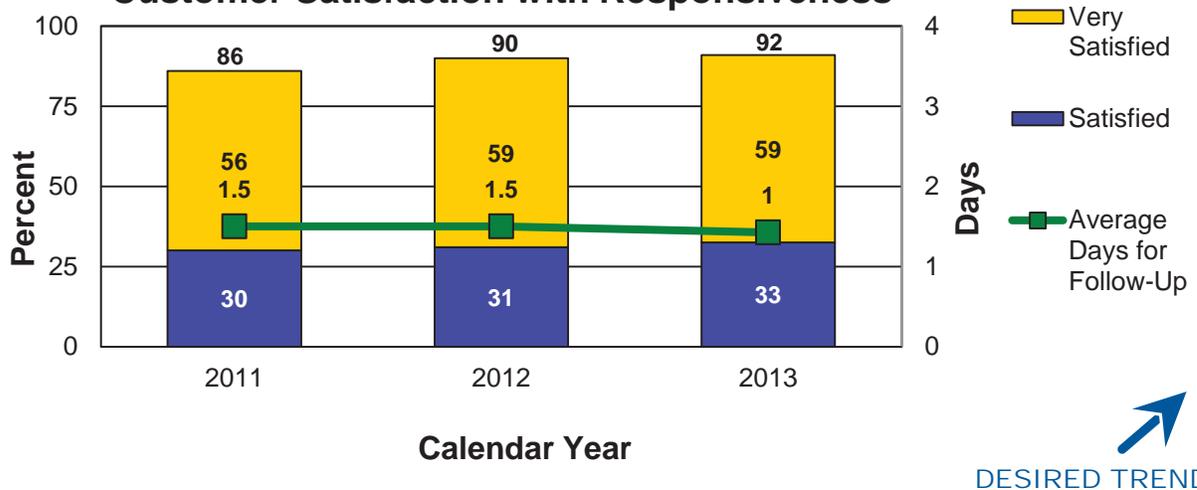
## Customer Satisfaction with Politeness of Staff



## Customer Satisfaction with Clarity of Response



## Customer Satisfaction with Responsiveness



RESULT DRIVER:  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT  
DRIVER:  
DeAnne Rickabaugh,  
Customer Relations  
Coordinator

PURPOSE OF  
THE MEASURE:  
This measure tracks how  
MoDOT customers receive  
and exchange information  
with the agency.

MEASUREMENT  
AND DATA  
COLLECTION:  
MoDOT gathers informa-  
tion for this measure from  
a variety of sources. These  
include the annual MoDOT  
Report Card survey, Google  
Analytics to measure Web  
traffic and social media  
analytics.

### Percent of customer communication engagement-3g

Good organizations share information with the people they serve. The best, most trusted organizations engage customers in conversation. It is easier these days for MoDOT to interact with its customers through Internet-based social media networking websites and applications. However, as platforms for storytelling and accountability, print, television and radio continue their vital information-sharing service.

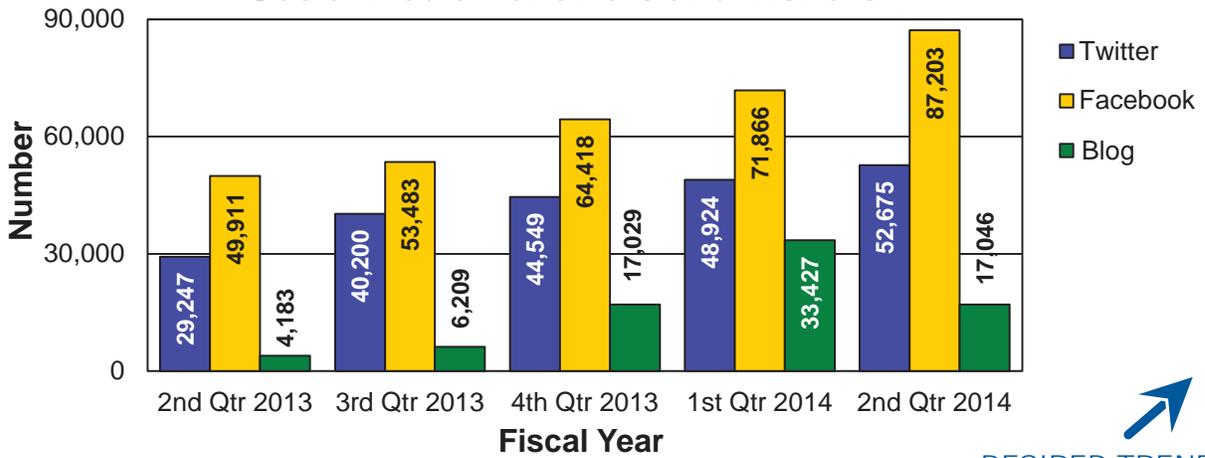
MoDOT's social media accounts continue to attract followers. Recent increases in MoDOT's website visitors and Facebook and Twitter followers can be attributed to winter weather-related messaging in the second quarter of FY 2014. Social media managers statewide continue to seek ways to attract and engage customers.

Though new media provides an opportunity to communicate interactively, traditional communication methods remain the most effective way to convey MoDOT messages. In the MoDOT Customer Report Card, customers said they are most likely to learn about MoDOT projects and activities through highway message boards and trusted local reporters.

The screenshot shows the Facebook profile of the Missouri Department of Transportation. At the top, there is an 'Admin Panel' with options like 'Edit Page', 'Build Audience', 'See Insights', 'Help', and 'Show'. The cover photo features a large graphic with the text 'ON THE Move' and 'A Vision for Missouri's Transportation Future'. Below the cover photo, the profile name 'Missouri Department of Transportation' is displayed with a star rating of 4.5 (53 ratings) and 16,324 likes. The page includes navigation tabs for 'About', 'Photos', 'Likes', 'Map', and 'Show Me My Buzz'. The 'About' section provides information about the organization, including its mission and website.

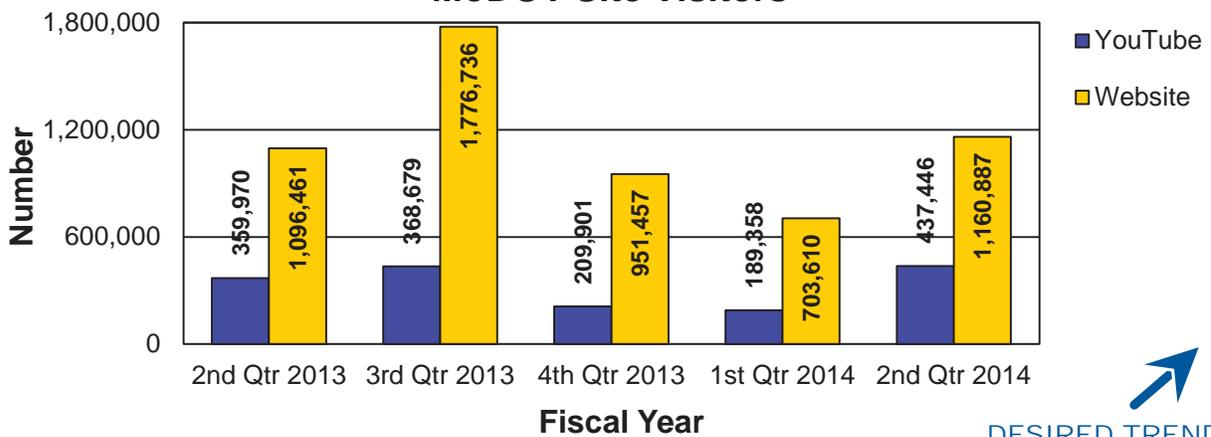
# PROVIDE OUTSTANDING CUSTOMER SERVICE

## Social Media Followers and Visitors



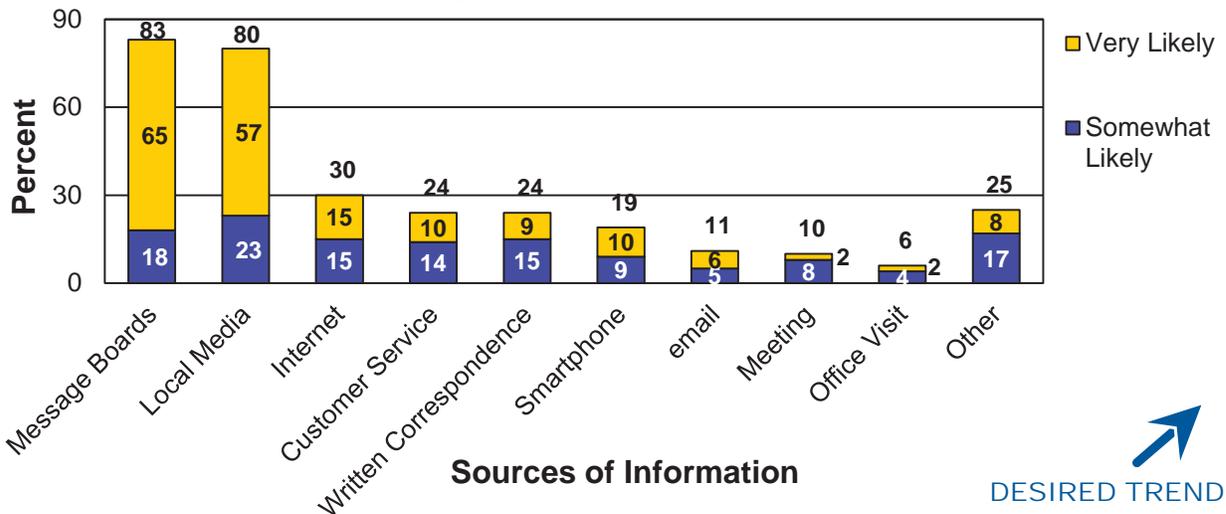
DESIRED TREND

## MoDOT Site Visitors



DESIRED TREND

## Customer-Reported Likelihood to use MoDOT Project and Activity Information Sources 2013



DESIRED TREND

RESULT DRIVER:  
Dan Niec,  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

### MEASUREMENT DRIVER:

Kelly Backues,  
Senior Organizational Per-  
formance Analyst

### PURPOSE OF THE MEASURE:

This measure tracks  
MoDOT's progress toward  
the goal of increasing the  
level of partner satisfaction  
with MoDOT in delivering  
transportation services.

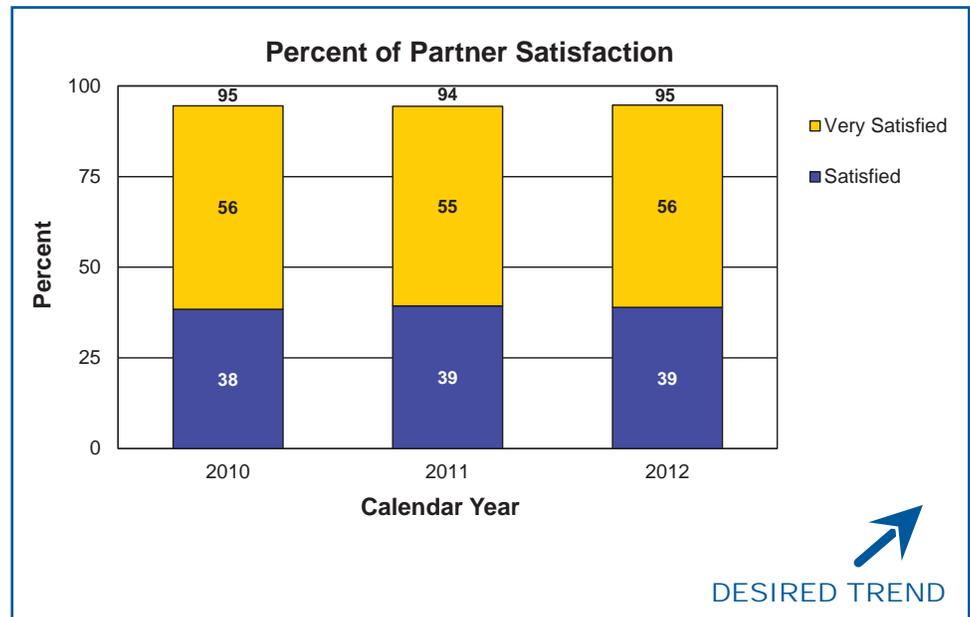
### MEASUREMENT AND DATA COLLECTION:

Customer Relations, work-  
ing with an independent  
research and survey firm,  
conducts an annual survey  
in January to collect satis-  
faction data from MoDOT's  
11 partner groups. Motor  
Carrier Services conducts  
a separate partner sur-  
vey. State legislators are  
surveyed separately later  
in the year. The survey col-  
lects data from the previ-  
ous calendar year and is  
updated annually in April.  
The survey groups include  
agencies and industries  
representing: bidding, busi-  
ness, construction, design  
consultants, environmental,  
highway safety, legisla-  
tors, local public entities,  
minority and women-owned  
construction and consultant  
enterprises, disadvantaged  
business enterprises, motor  
carrier services, multimodal,  
transportation planning and  
vendors.

### *Percent of partner satisfaction-3h*

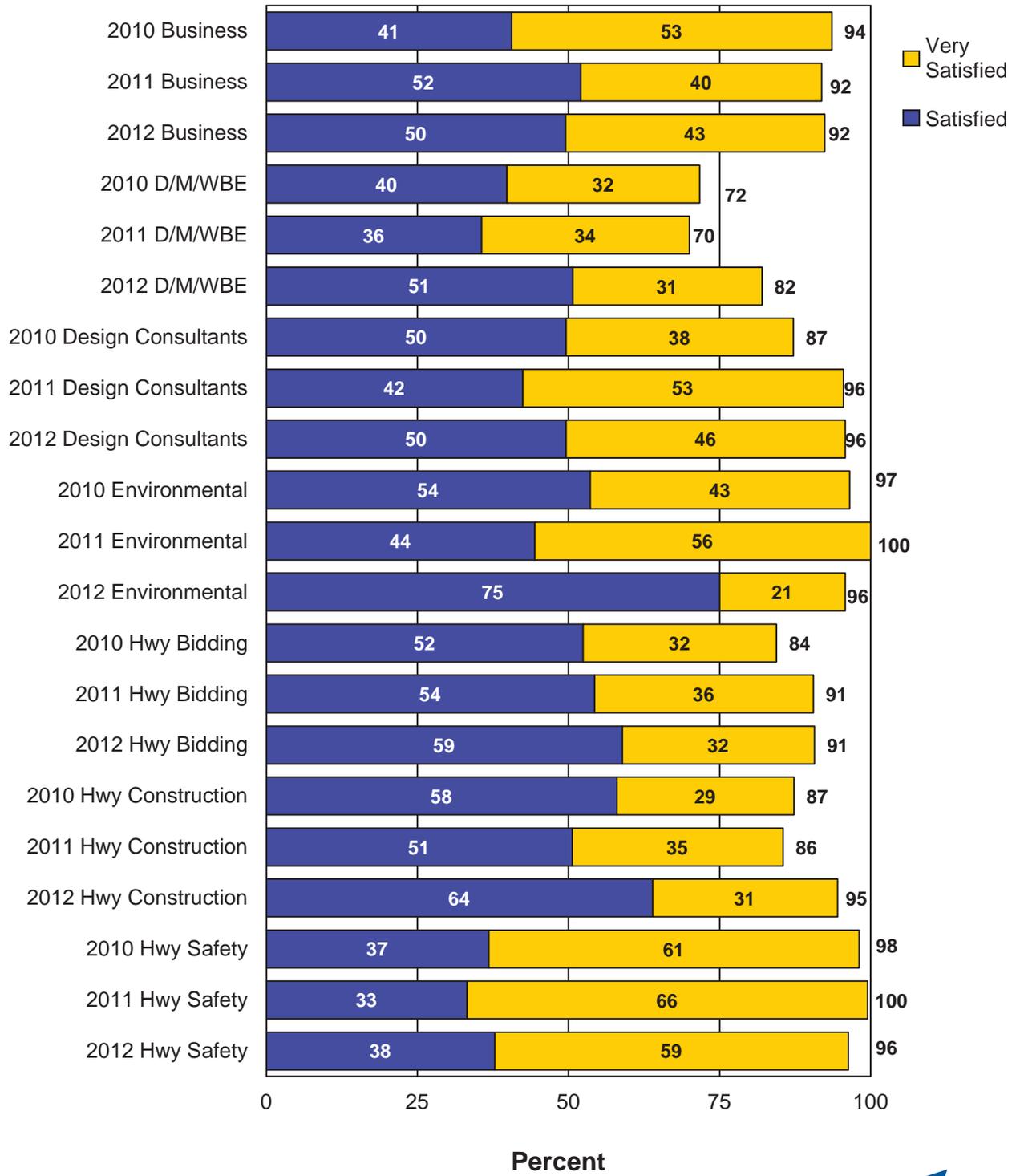
MoDOT relies on a large number of partners to deliver transportation projects and services to Missourians statewide. Each year since 2010, partners completed an online survey indicating their levels of satisfaction in working with MoDOT. During the three-year period, the percent of satisfied and very satisfied MoDOT partners is consistently 94 percent or better. In addition to rating MoDOT's services, participants offer written feedback. That information is used to target specific areas in which MoDOT can improve.

With the predicted funding downfall and drastically reduced construction program, fewer construction and cost-share jobs will be available for the department's partners in the coming years. This could result in increased dissatisfaction for several years.



# PROVIDE OUTSTANDING CUSTOMER SERVICE

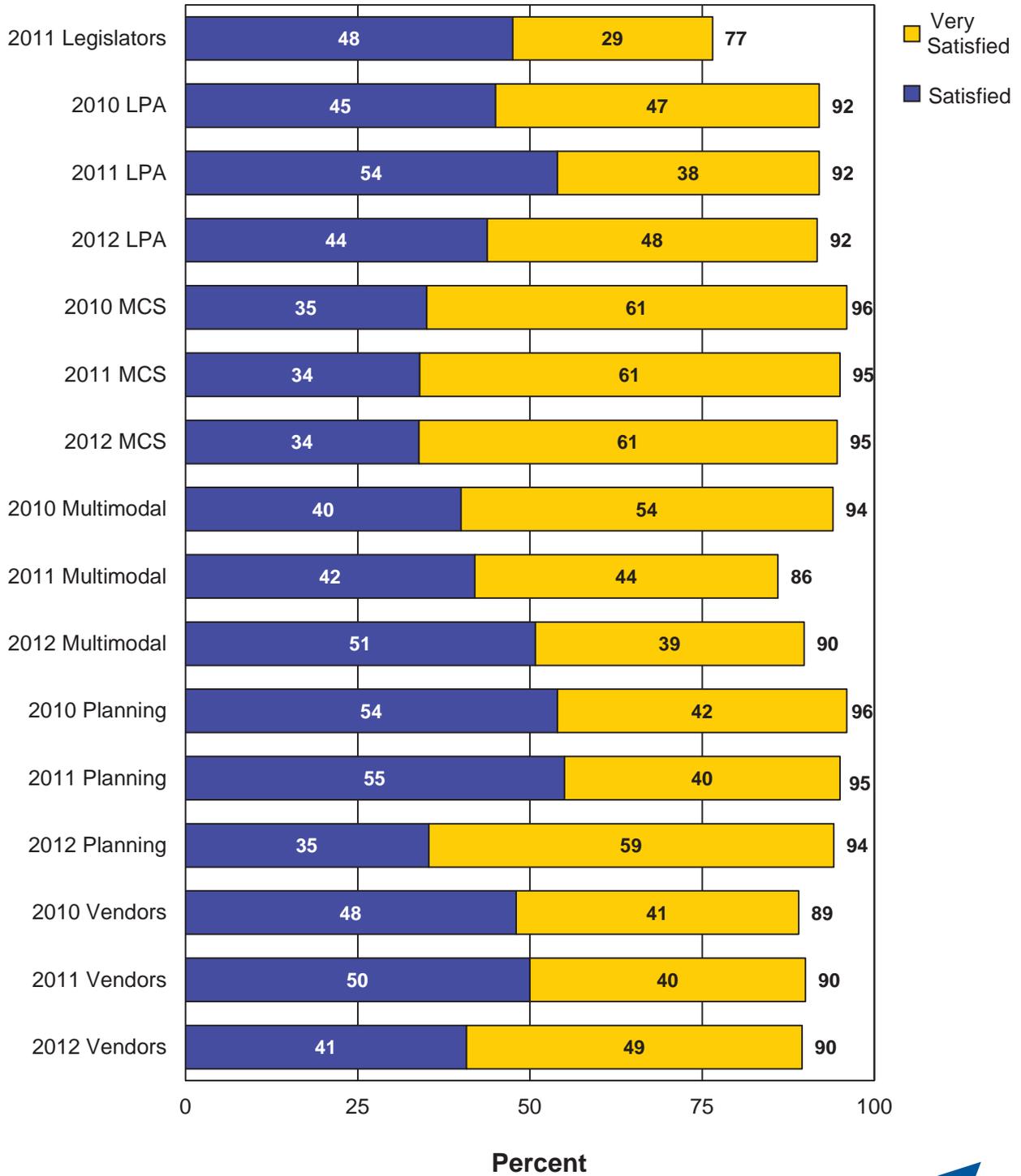
## Percent of Partner Satisfaction



DESIRED TREND

# PROVIDE OUTSTANDING CUSTOMER SERVICE

## Percent of Partner Satisfaction



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