



# 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

## Percent of overall customer satisfaction – 3a

**MEASUREMENT DRIVER:**

Tammy Wallace  
Senior Communications Specialist

**PURPOSE OF THE MEASURE:**

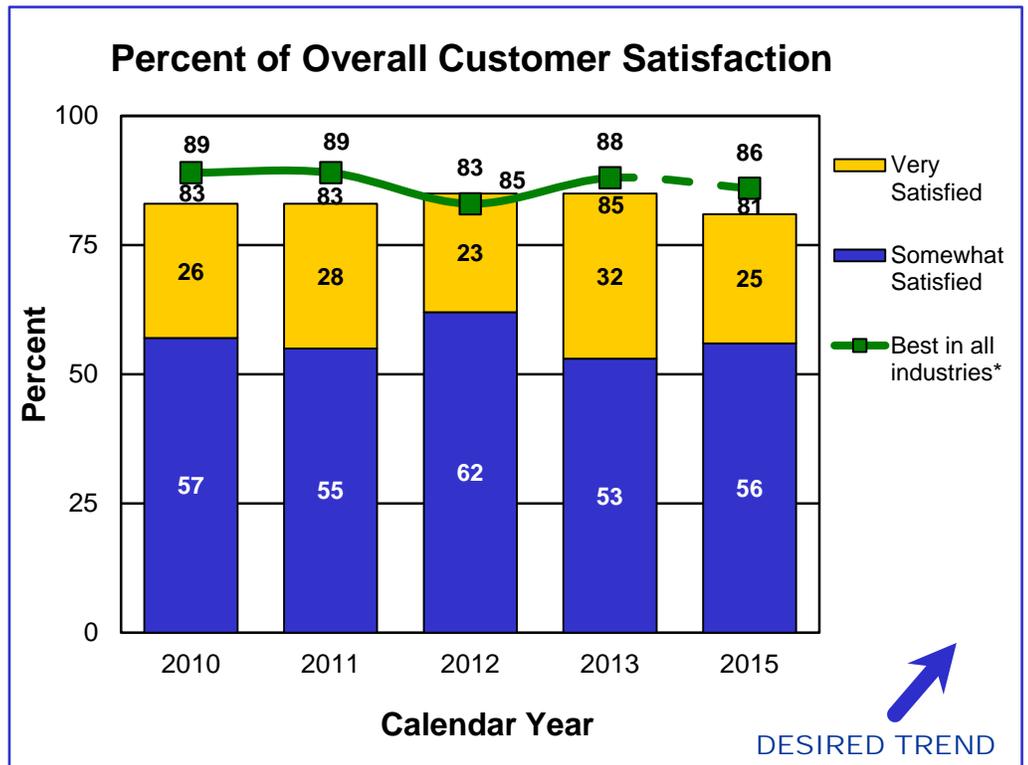
This measure tracks MoDOT's progress toward the mission of delighting its customers.

**MEASUREMENT AND DATA COLLECTION:**

Data is collected through a biannual, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. Benchmarking data is provided by the American Customer Service Index.

Over the past few years, customer satisfaction has remained high. In 2015, 81 percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, which is a 4 percent decline from 2013. There also was a 7 percent decline in very satisfied customers. Data compiled by the American Customer Satisfaction Index in 2015 shows Chick-fil-A having the highest customer satisfaction rate – 86 percent – out of the hundreds of companies and government agencies the ACSI scores.

The condition of our roads and bridges and customer satisfaction are closely tied together. In the 2015 Report Card from Missourians, customers told MoDOT the condition of roads and bridges were the most important transportation service to them. However, even with present system conditions remaining good, the department's message of declining system conditions and limited funds to maintain it in the next few years potentially impacted customer perceptions and satisfaction scores.



\*2010-2011 – Lincoln Mercury, 2012 – Apple, Inc., 2013 – Mercedes Benz, 2015 – Chick-fil-A

**RESULT DRIVER:**  
Dan Niec  
District Engineer

**MEASUREMENT DRIVER:**  
Jennifer Williams  
Communications 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 a biannual, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

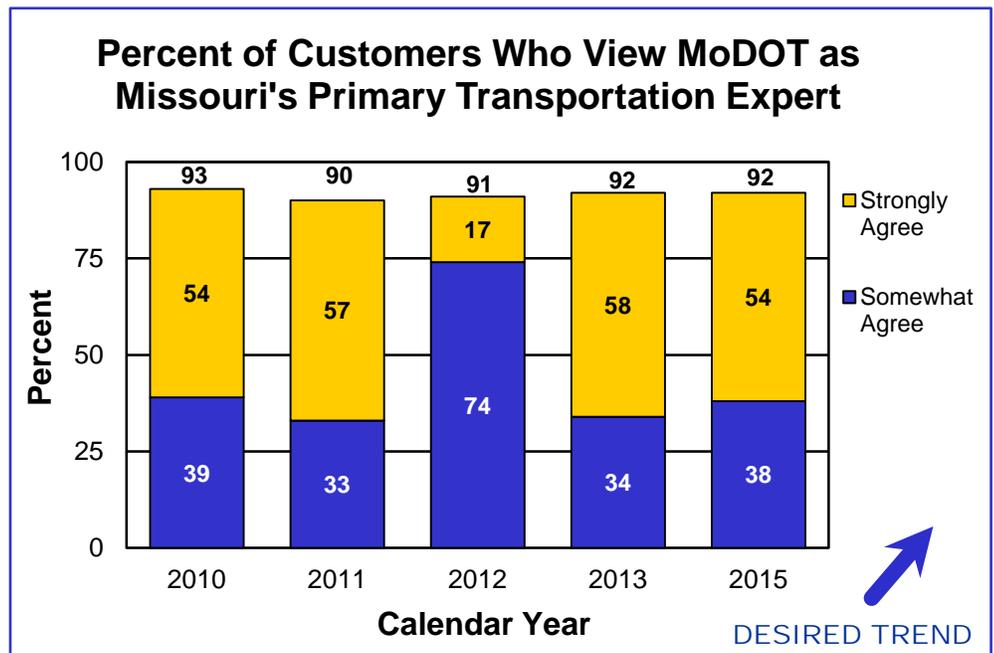
## PROVIDE OUTSTANDING CUSTOMER SERVICE

### *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 frontrunner – representing the best transportation options for Missouri and partnering with state and national organizations and others to deliver a strong transportation system.

The 2015 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, 54 percent of respondents "strongly agreed" and 38 percent "somewhat agreed" MoDOT serves as the state's primary 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. The suspension of the cost-share program coupled with Missouri's long-term insufficient transportation funding issues mean these relationships will likely face further challenges.



**RESULT DRIVER:**  
Dan Niec  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

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

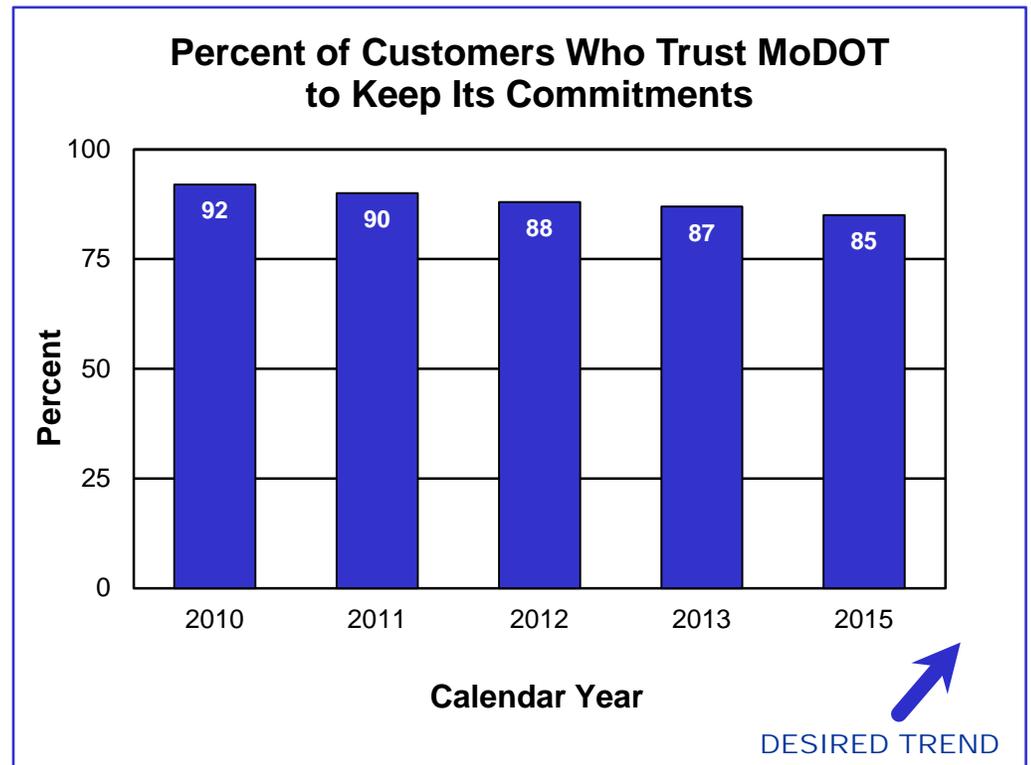
**MEASUREMENT DRIVER:**  
Melissa Black  
Communications Manager

**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 a biannual, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

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. The department's annual construction program has steadily decreased in recent years, making it difficult to maintain and care for its system due to insufficient funding. 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. MoDOT has spent years educating the public, legislators and media on the reality of transportation funding and what long-term insufficient funding means to Missouri's system.

The 2015 survey results indicated 85 percent of the residents trust MoDOT to keep its commitments to the public compared to 87 percent in the previous survey. Although this is only a 2 percent decrease, it is the lowest score ever recorded on this measure. Furthermore, there is a continued five-year downward trend from 92 percent in 2010 that is statistically significant.



RESULT DRIVER:  
Dan Niec  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT  
DRIVER:  
Jennifer Williams  
Communications Manager

PURPOSE OF  
THE MEASURE:  
This measure tracks whether  
customers feel MoDOT  
provides timely, accurate and  
understandable information  
about road projects, highway  
conditions and work zones.

MEASUREMENT AND  
DATA COLLECTION:  
Data is collected through a  
biannual, in odd-numbered  
years, telephone survey of  
approximately 3,500 randomly  
selected Missourians.

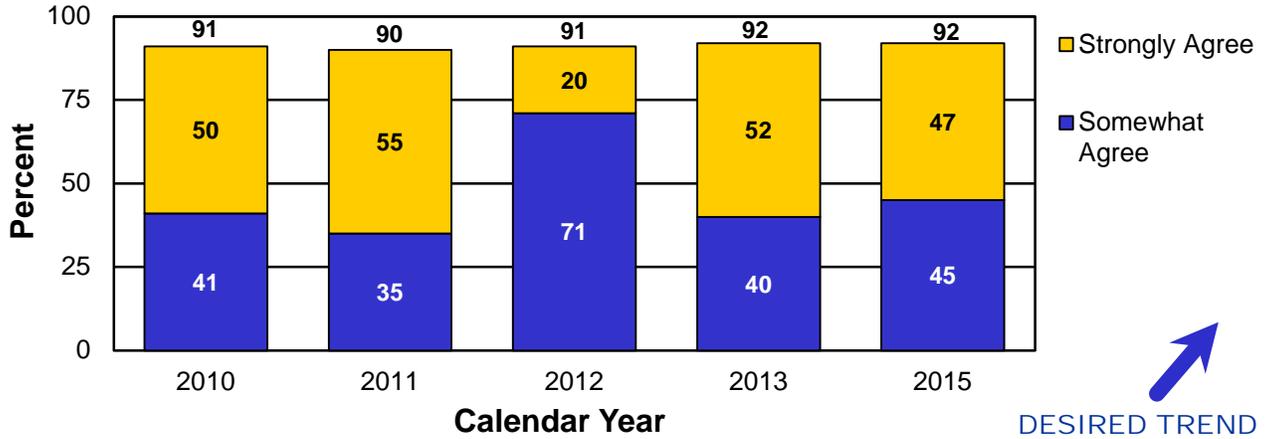
*Percent of customers who feel MoDOT provides timely,  
accurate and understandable information – 3d*

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 above 90 percent agreement for the past five years, this measure shows that the department meets our customers' high expectations.

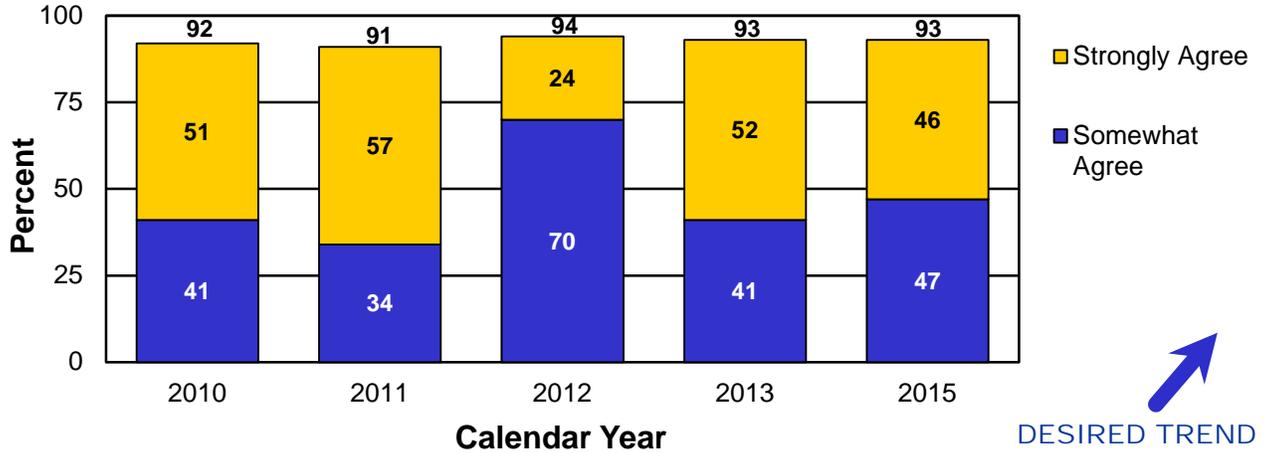


# PROVIDE OUTSTANDING CUSTOMER SERVICE

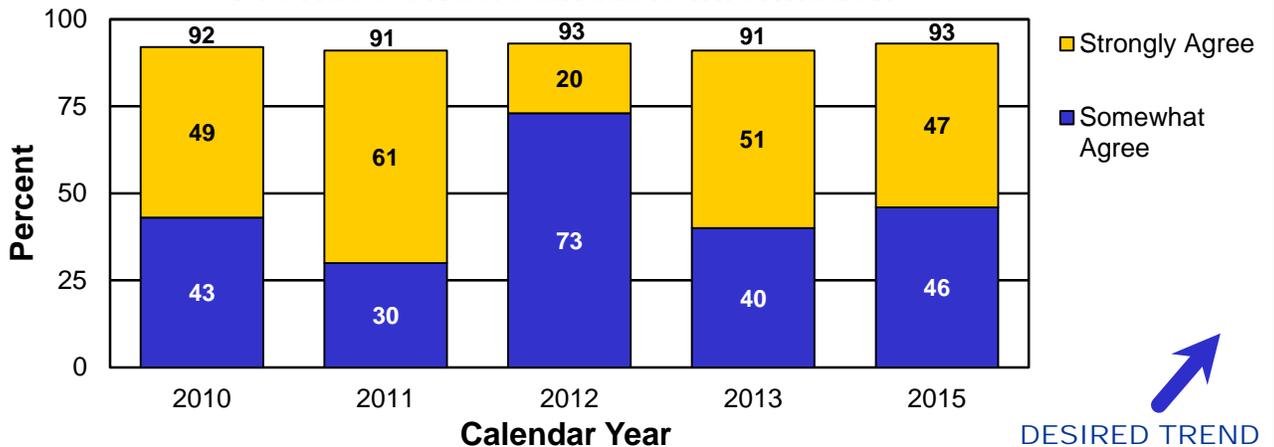
## Percent of Customers Who Feel MoDOT Provides Timely Information



## Percent of Customers Who Feel MoDOT Provides Accurate Information



## Percent of Customers Who Feel MoDOT Provides Understandable Information



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

**MEASUREMENT DRIVER:**  
Melissa Black  
Communications Manager

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

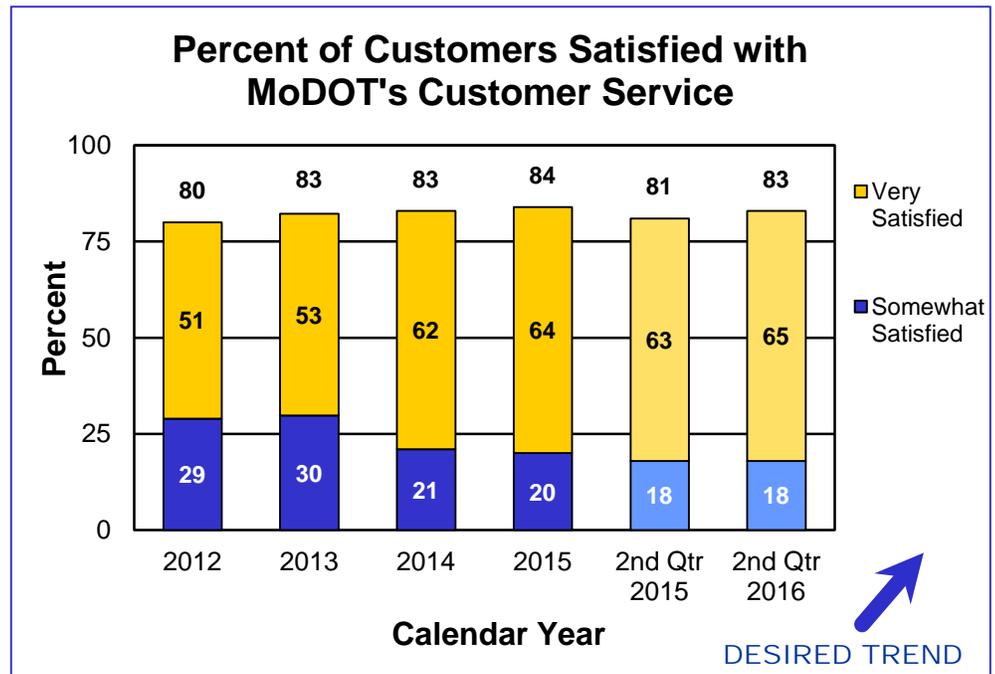
**MEASUREMENT AND DATA COLLECTION:**  
Data for this measure comes from a monthly telephone and e-mail survey of 200 customers who contacted a MoDOT customer service center in the previous month. The customer contacts come from call reports logged into the customer service database. Survey participants are asked to respond on an agreement scale regarding three qualities of their experiences. A fourth question is asked regarding their overall satisfaction. This measure also includes the time to complete requests logged into the customer service database. Requests requiring more than 30 days to complete are removed to prevent skewing the overall results.

## PROVIDE OUTSTANDING CUSTOMER SERVICE

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

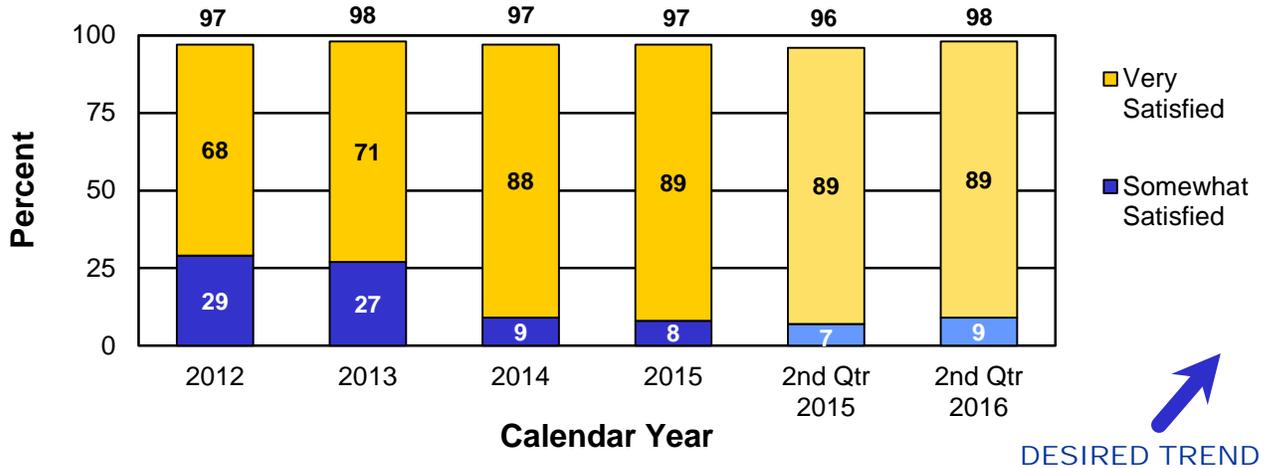
MoDOT actively seeks feedback from the customers it serves. In 2012, MoDOT created a statewide call system and enhanced its online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since implementation, customer perceptions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

It's all good news when comparing the second quarter responses of 2016 with the second quarter of 2015. Overall customer satisfaction increased from 81 percent to 83 percent. Customers who were satisfied with politeness of responses increased from 96 percent to 98 percent. Clarity of responses increased from 86 percent to 87 percent. Satisfaction with responsiveness increased from 89 percent to 91 percent. The average time to complete customer requests during this quarter increased from 1.7 days to 1.8 days.

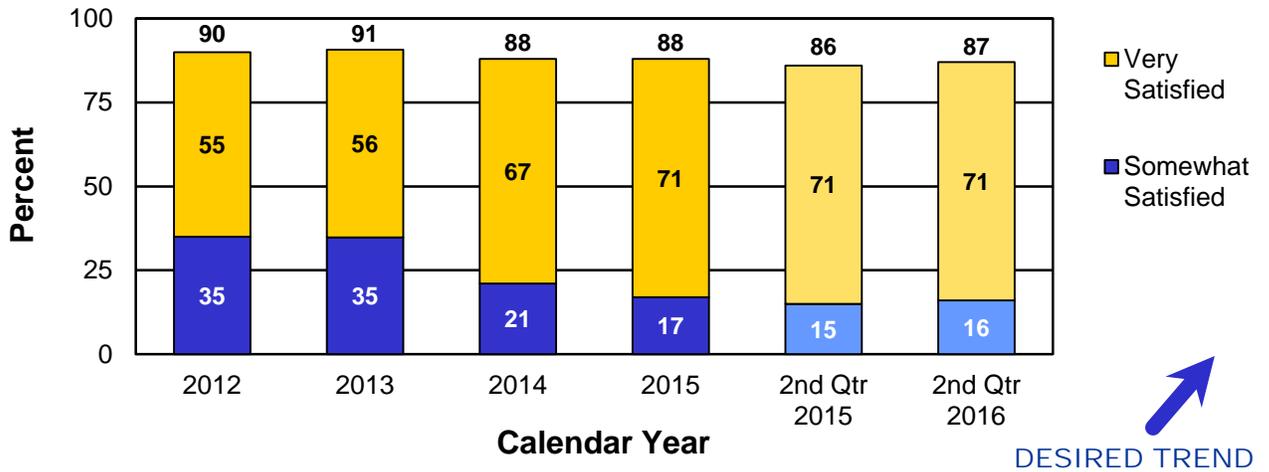


# PROVIDE OUTSTANDING CUSTOMER SERVICE

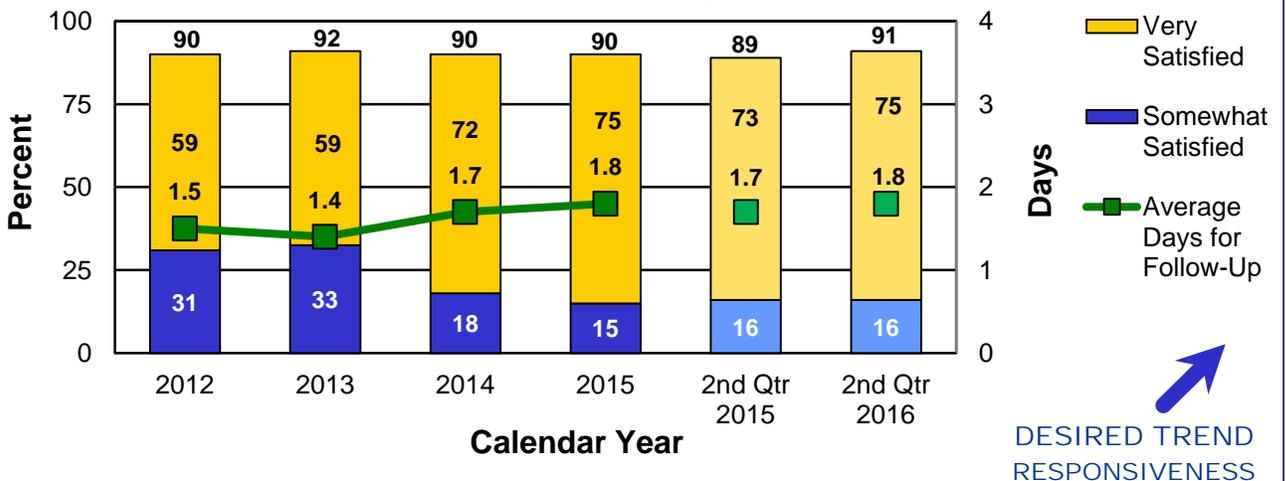
## Customer Satisfaction with Politeness of Staff



## Customer Satisfaction with Clarity of Response



## Customer Satisfaction with Responsiveness



RESULT DRIVER:  
Dan Niec  
District Engineer

## PROVIDE OUTSTANDING CUSTOMER SERVICE

### *Customer communication engagement – 3f*

#### MEASUREMENT

DRIVER:  
Patrick Wood  
Intermediate Communications  
Specialist

#### PURPOSE OF THE MEASURE:

This measure tracks the number of MoDOT customers hitting the department's social media and website information.

#### MEASUREMENT AND DATA COLLECTION:

MoDOT gathers information for this measure from a variety of sources including Google Analytics. Website traffic and YouTube information are cumulative totals based on visits. Facebook and Twitter information is based on account followers.

Good organizations share information with the people they serve. The best, most-trusted organizations engage customers in conversation. MoDOT often interacts with its customers through Internet-based social media networking websites and applications.

MoDOT's social media accounts continue to attract followers. When comparing the fourth quarters of fiscal years 2015 and 2016, there was a growth of 64,556 followers on Facebook statewide and 24,157 additional followers to Twitter statewide. During the fourth quarter of 2016, the most engaged post on Facebook and Twitter was an image of MoDOT employees paying their respect to Lyndon Ebker. On Facebook, the post reached 2,013,021 people with 98,753 separate engagements to the post including reactions, comments and shares. The image received 1,365 engagements on Twitter with a 7.9 percent engagement rate. The second most engaging post was of a DMS with the message "It's a Passing Lane...Not a Cruising Lane." The post on Facebook reached more than 1.5 million people with 82,290 separate engagements to the post including reactions, comments and shares.

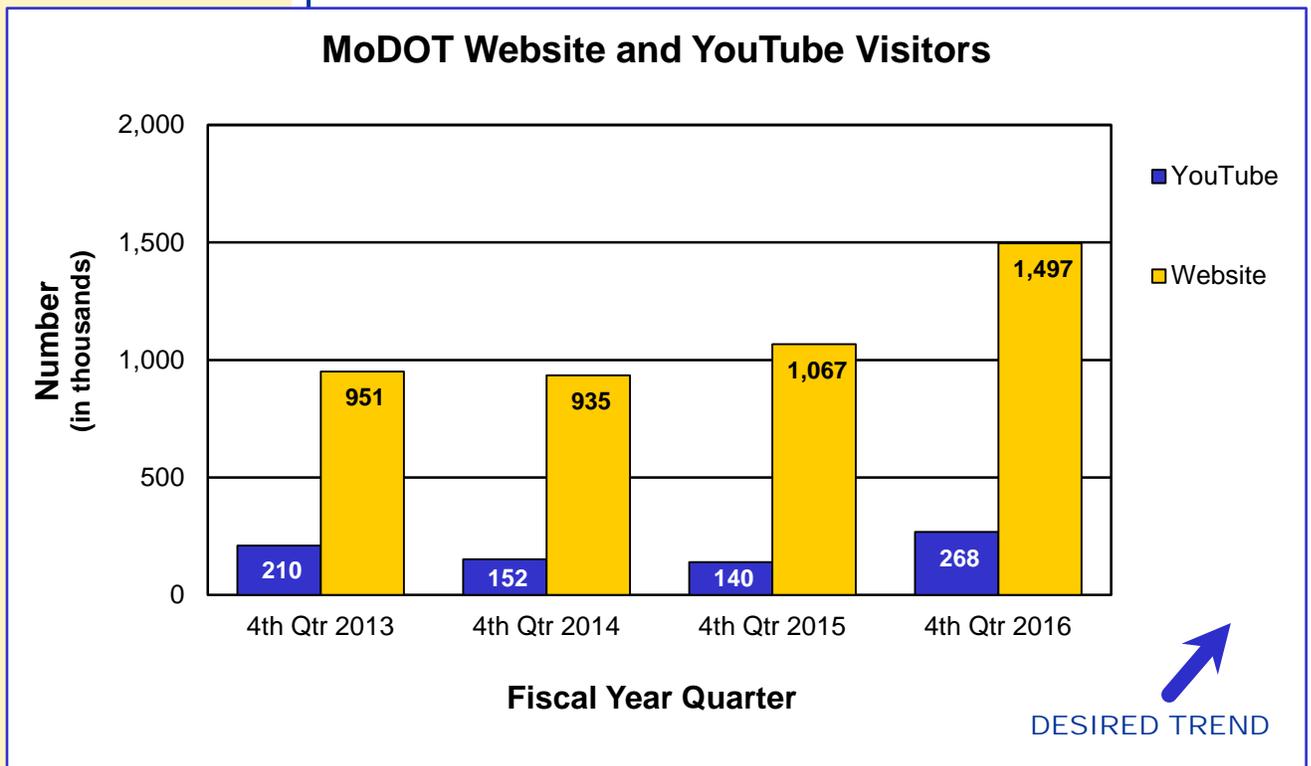
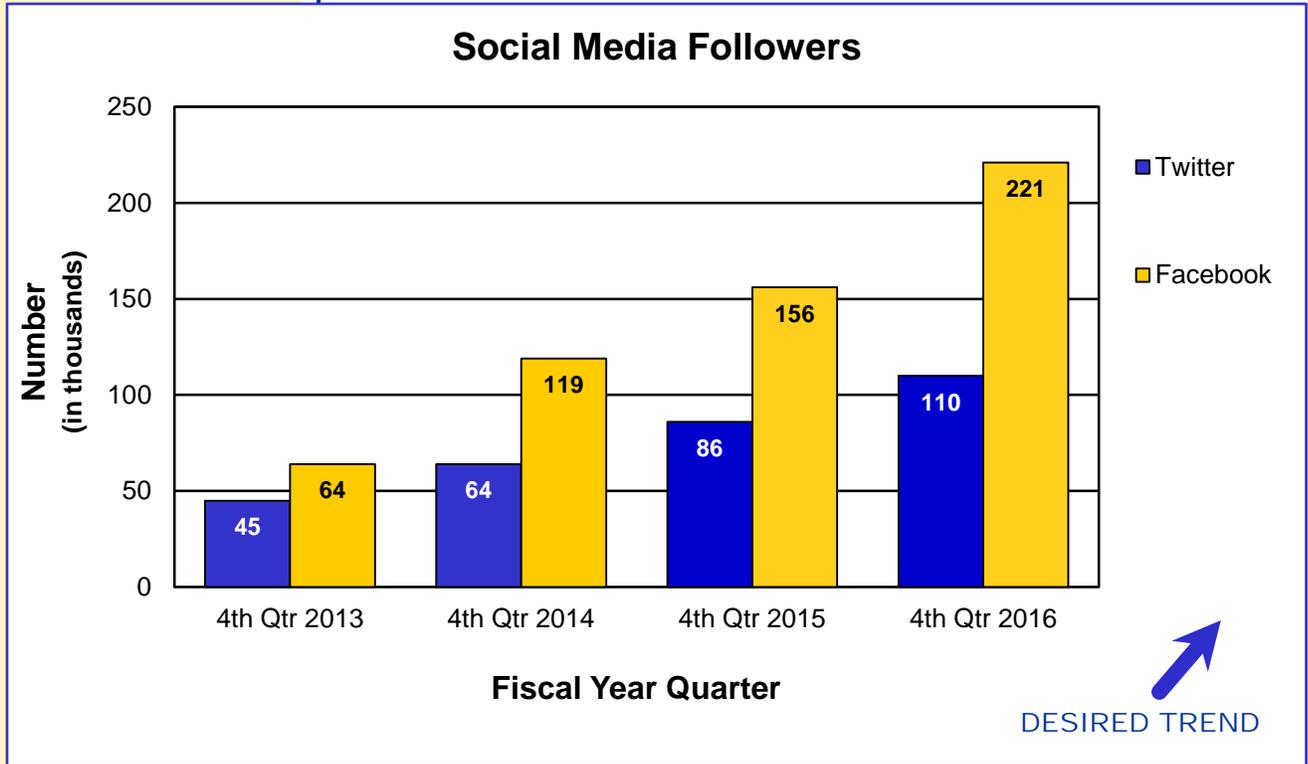
MoDOT's websites had 1.49 million sessions in fourth quarter 2016. In the last quarter, the top five pages on MoDOT's website were:

- Traveler Information Map
- MoDOT Homepage
- KC Scout Homepage
- Gateway Guide Homepage
- Job Listings

MoDOT videos on YouTube were viewed 267,876 times in the fourth quarter of 2016. The top five videos viewed in the last quarter were:

- Tow Plow Action Missouri
- Zipper Merge
- MoDOT Tow Plows in Action
- All About a Roundabout
- Road 2 Tomorrow – One Year Update

# PROVIDE OUTSTANDING CUSTOMER SERVICE



## RESULT DRIVER:

Dan Niec  
District Engineer

## MEASUREMENT DRIVER:

Nicole Hood  
Assistant 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 categories: large, medium and small. Large projects are defined as those involving a major route or one that is funded through major project dollars. Medium projects are of district-wide importance. Small projects have only local significance. A sample of residents is drawn from zip code areas adjoining the recently completed project. The samples include 600 addresses per project area.

# PROVIDE OUTSTANDING CUSTOMER SERVICE

## Percent of customers who believe completed projects are the right transportation solutions – 3g

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 2015 survey results continue to show most Missourians are very satisfied with local projects and believe that MoDOT provides the right transportation solutions.

The majority of respondents thought the project made the roadway: safer (90.7 percent), more convenient (83.7 percent), less congested (72.7 percent), easier to travel (86.7 percent), better marked (87.1 percent), and considered the project the right transportation solution (89.3 percent).

As part of the questionnaire, each respondent has 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.

