

## OUTSTANDING CUSTOMER SERVICE

*Tangible Result Driver – Mara Campbell, Customer Relations Director*

Responding to customers in a courteous, personal and understandable way is important. MoDOT listens and seeks to understand, because it values everyone's opinion. MoDOT's goal is to delight them with its customer service.



# OUTSTANDING CUSTOMER SERVICE

## Percent of overall customer satisfaction-5a

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Tammy Wallace, Customer Relations Outreach Coordinator

### Purpose of the Measure:

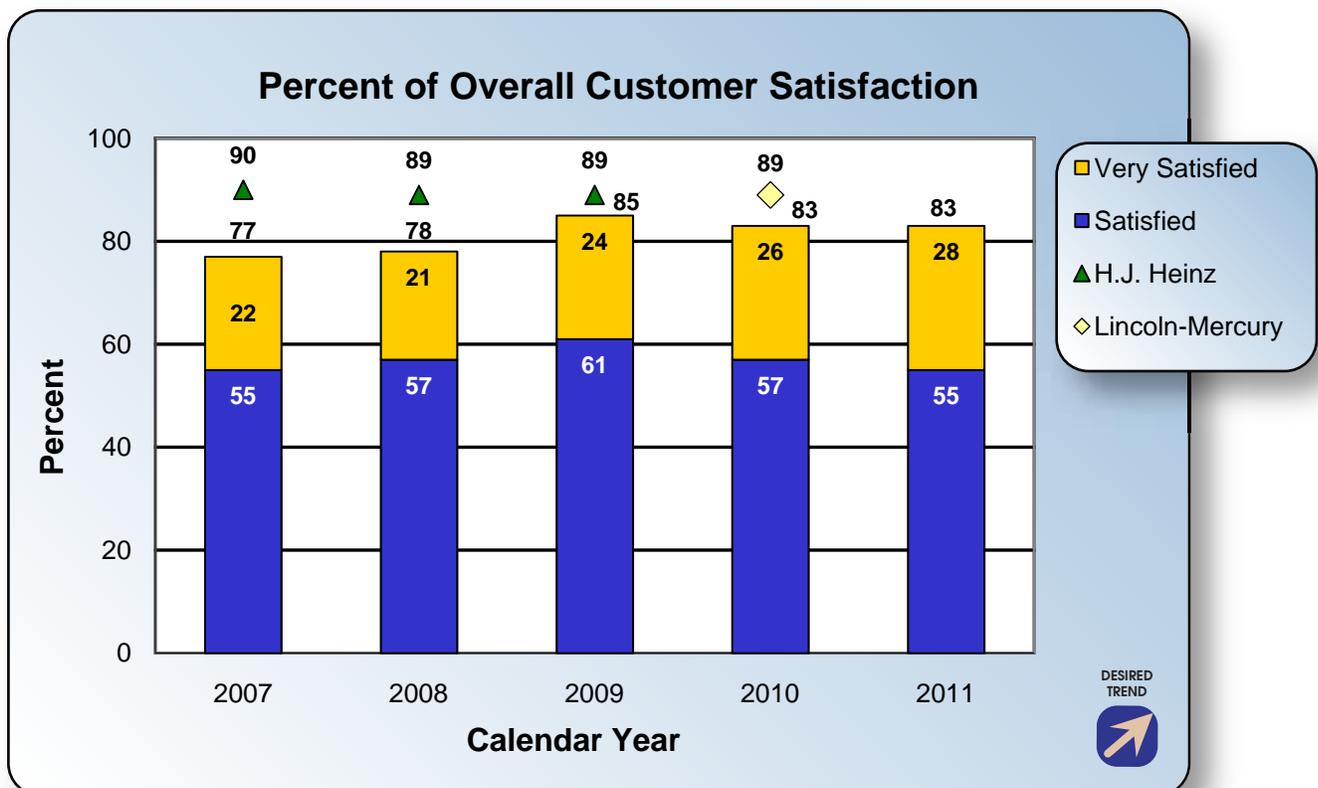
This measure tracks MoDOT's progress toward the mission of delighting its customers.

### Measurement and Data Collection:

This is an annual measure updated in July. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. MoDOT uses Lincoln-Mercury (Ford) as the benchmark for this measure. Based on information compiled by the American Customer Satisfaction Index, Lincoln-Mercury has the highest customer satisfaction rate – 89 percent – out of the 200 companies and government agencies that the AC SI scores.

### Improvement Status:

Customer satisfaction with MoDOT remained at 83 percent - the same rating as last year - and is six percentage points below the national benchmark of 89 percent. People continue to move from the satisfied group to the very satisfied category. The percentage of those who are very satisfied with MoDOT rose to 28 percent, up from 26 percent in 2010. MoDOT's continued efforts to improve road conditions, decrease highway fatalities, bring projects in on time and within budget, be open and transparent and provide timely, accurate and understandable information have helped keep customer satisfaction ratings up. The challenge now is to maintain customer service levels as staff size and facilities and equipment inventories decrease.



## Percent of customers who contacted MoDOT that felt they were responded to politely, quickly and clearly-5b

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Tammy Wallace, Customer Relations Outreach Coordinator

### Purpose of the Measure:

This measure indicates how satisfied customers who contact MoDOT are with the courtesy, speed and clarity of the service they receive.

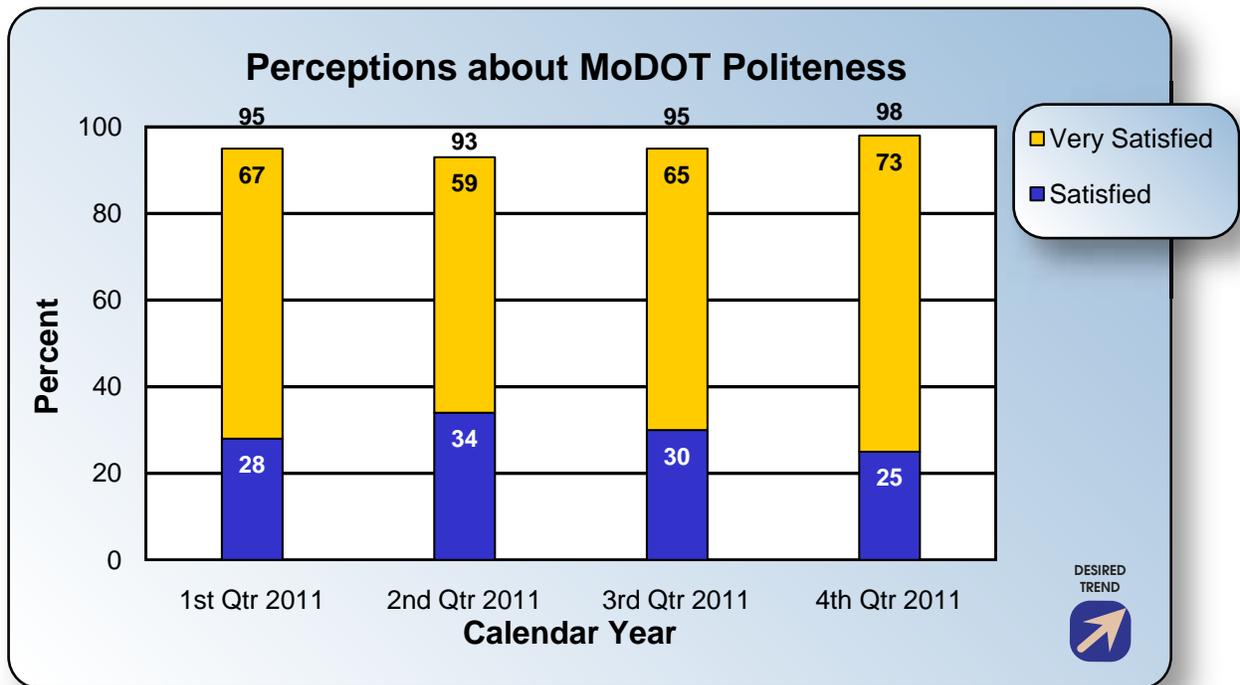
### Measurement and Data Collection:

The data for this quarterly measure is obtained from a monthly telephone survey of 200 customers who contacted MoDOT in the previous month. The customer contacts come from district and Central Office call reports generated from the customer service database. Customers participating in the survey are asked to respond on a strongly agree to strongly disagree scale as to how politely they were treated, how quickly MoDOT responded to their question or concern and how clearly MoDOT answered their question or concern. If they respond to any of the questions saying they disagree or strongly disagree, they are asked to provide additional comments. A fourth question asks how satisfied they were overall with how MoDOT handled their question or concern. The last question gives

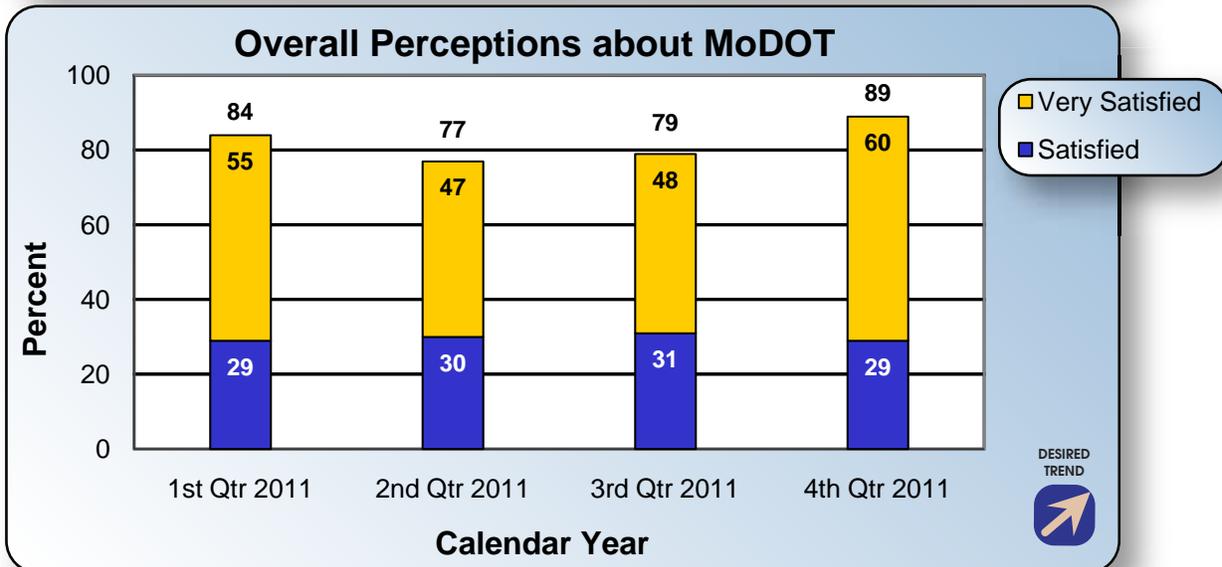
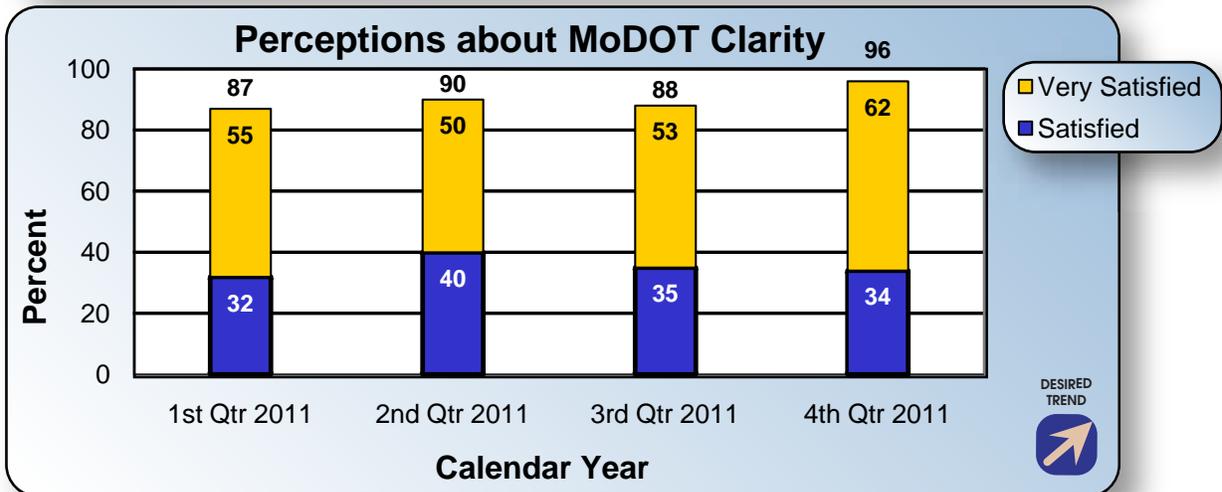
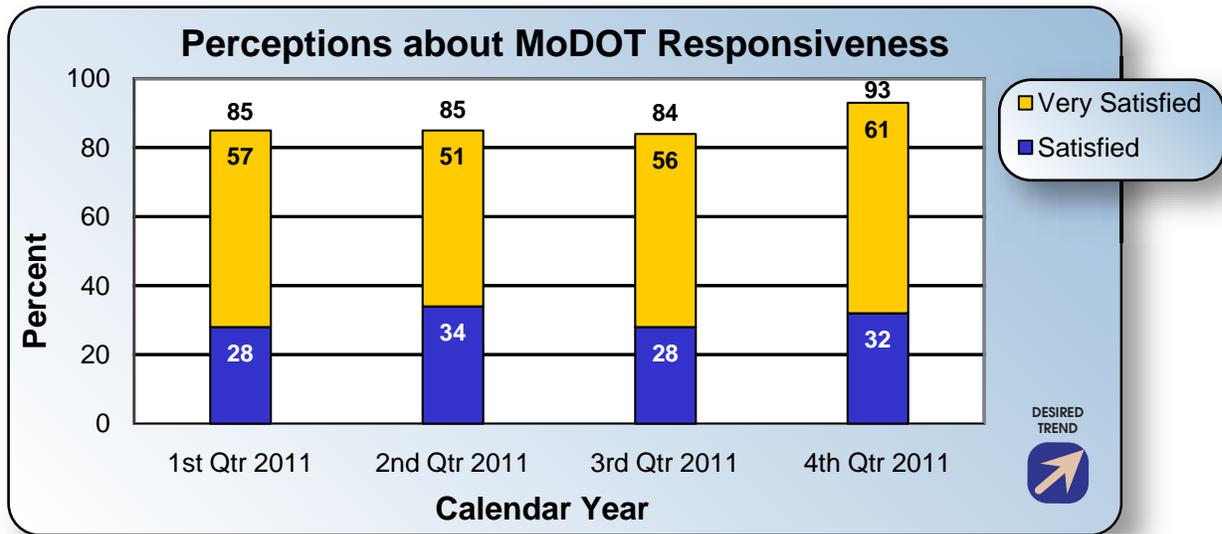
customers the option to provide more information about their experience with MoDOT.

### Improvement Status:

During the fourth quarter of 2011, 98 percent of the customers surveyed reported they were satisfied or very satisfied with how politely they were treated, up from 95 percent the previous quarter. Ninety-three percent of those surveyed were satisfied or very satisfied with the promptness of the response they received, up from 84 percent the previous quarter. At 96 percent, those who felt they received a clear, understandable answer is also an increase from the previous quarter's 88 percent. Overall, 89 percent of customers indicated they were either satisfied or very satisfied with how MoDOT handled their question or concern, up from 79 percent last quarter, a 10 percent increase. The scores for all four measures were the highest for the year and in all four measures, the most common response was very satisfied.



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## Average completion time on requests requiring follow up-5c

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Tammy Wallace, Customer Relations Outreach Coordinator

**Purpose of the Measure:**

This measure tracks MoDOT’s responsiveness to customer inquiries that are received through the customer service centers and documented in the database.

Time is measured in working days; weekends and holidays are excluded.

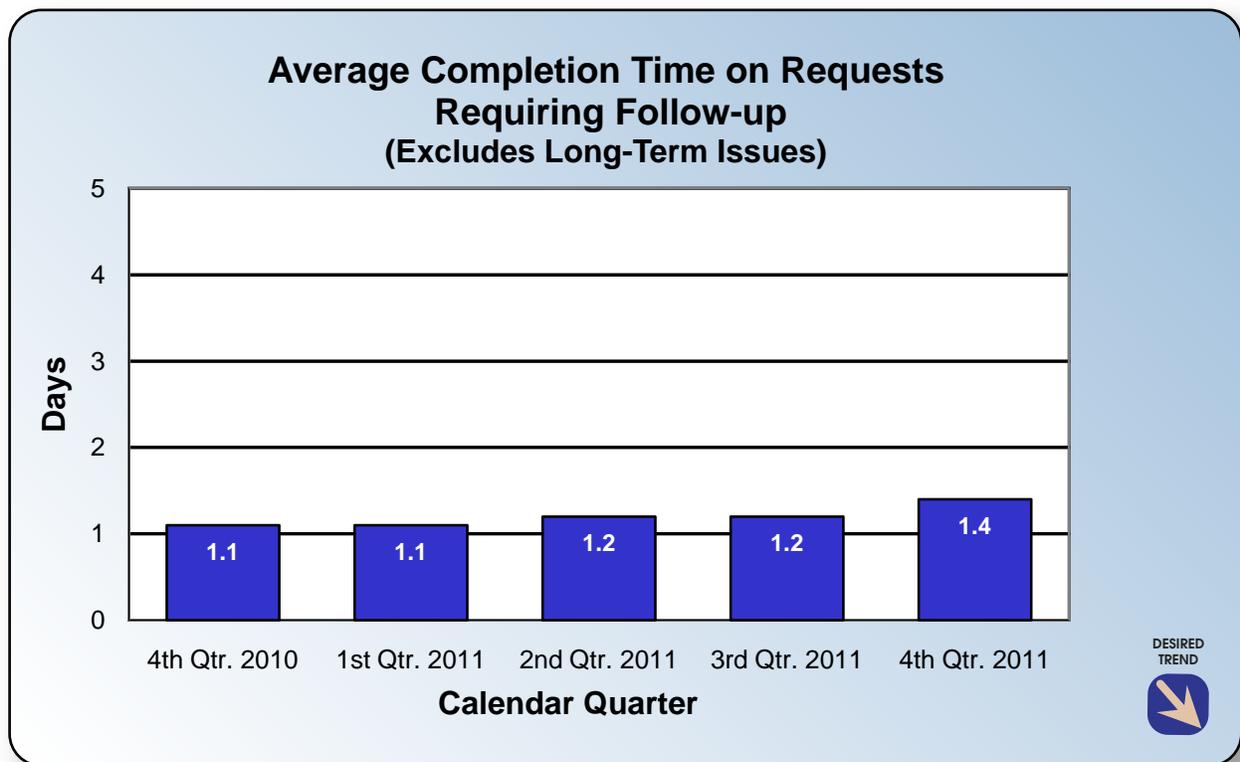
This measure is reported quarterly.

**Measurement and Data Collection:**

Customer requests in the customer service database are tracked for average completion time. Longer-term requests that require more than 30 days to complete are removed from the results because longer-term requests would skew the overall results.

**Improvement Status:**

The time to complete customer requests was 1.4 days for the fourth quarter of 2011, up from last quarter. The turn-around time for completing customer requests remained fairly steady, showing a dedicated effort to provide timely customer service. There were 6,422 customer requests this quarter.



## Average completion time on constituent issues from federal and state elected officials-5d

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Amy Niederhelm, Governmental Relations Specialist

### Purpose of the Measure:

The purpose of this measurement is to track the average completion time to complete constituent issues that are received by MoDOT from Missouri's Congressional Members, Statewide Elected Officials, State Legislators or their staff members who seek a department response on behalf of their constituency.

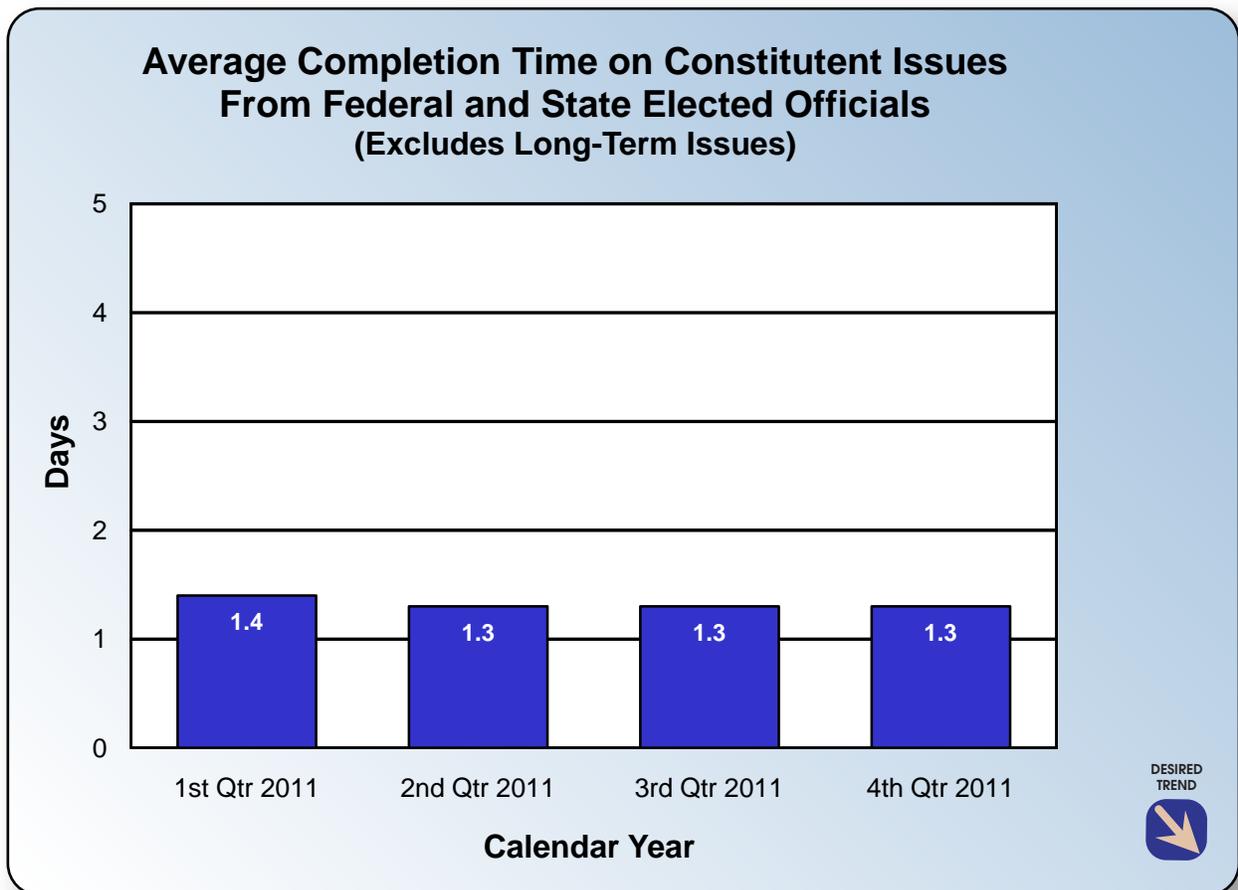
### Measurement and Data Collection:

District Customer Relations Managers and Central Office Divisions collect constituent issue information and send it to Governmental Relations; where data is combined to create a statewide report.

The information reported in this measurement will change from quarter to quarter based upon the average completion time to complete constituent issues that are received from federal and state elected officials. This is a quarterly measure.

### Improvement Status:

The time to complete constituent issues received from federal and state elected officials averaged 1.3 days in the fourth quarter of 2011, the same as in the third quarter of 2011. There were 229 constituent issues from federal and state elected officials this quarter, down from 347 in third quarter of 2011.



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