

## 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 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 from telephone interviews with more than 3,500 randomly selected adult Missourians each May. Data compiled by the American Customer Satisfaction Index in 2012 shows Apple, Inc. and four other organizations having the highest customer satisfaction rate – 83 percent – out of the 200 companies and government agencies that the ACSI scores. This is an annual measure updated in July.

**Improvement Status:**

In 2012, overall customer satisfaction with MoDOT is 85 percent, up from 83 percent in 2011. This rate ties the record satisfaction level reported in 2009. It is

also two percentage points higher than the current scores of the highest-rated companies listed in the American Customer Satisfaction Index.

MoDOT’s continued efforts to improve road conditions, decrease highway fatalities, bring projects in on time and within budget, operate in an open and transparent manner and provide timely, accurate and understandable information have helped maintain high customer satisfaction ratings. MoDOT needs to sustain high customer service levels with decreased staff, facilities and equipment while maintaining outstanding customer service.



## Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments-5b

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

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

### Purpose of the Measure:

This measure tracks MoDOT’s responses to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and will become part of the project’s official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

### Measurement and Data Collection:

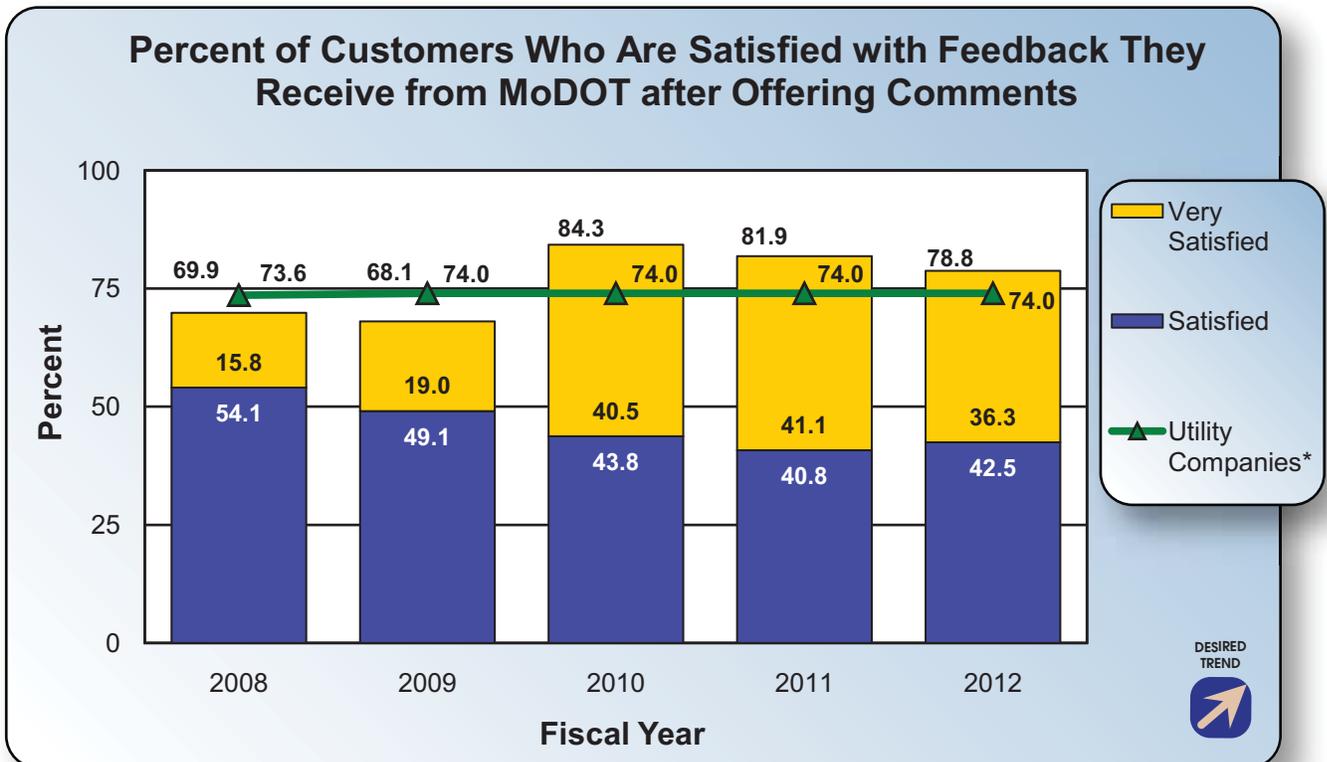
MoDOT routinely coordinates a survey for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A survey process continues, with contacts made each time a project reaches the official public hearing milestone. This is an annual measure based upon a fiscal year, and data is analyzed twice each year in January and July.

### Improvement Status:

Forty-five projects were surveyed across six of MoDOT’s seven districts, and the overall satisfaction with how MoDOT handled questions and comments was 78.8 percent; some three percent lower than in FY2011. Twenty projects achieved 100 percent satisfaction in FY2012.

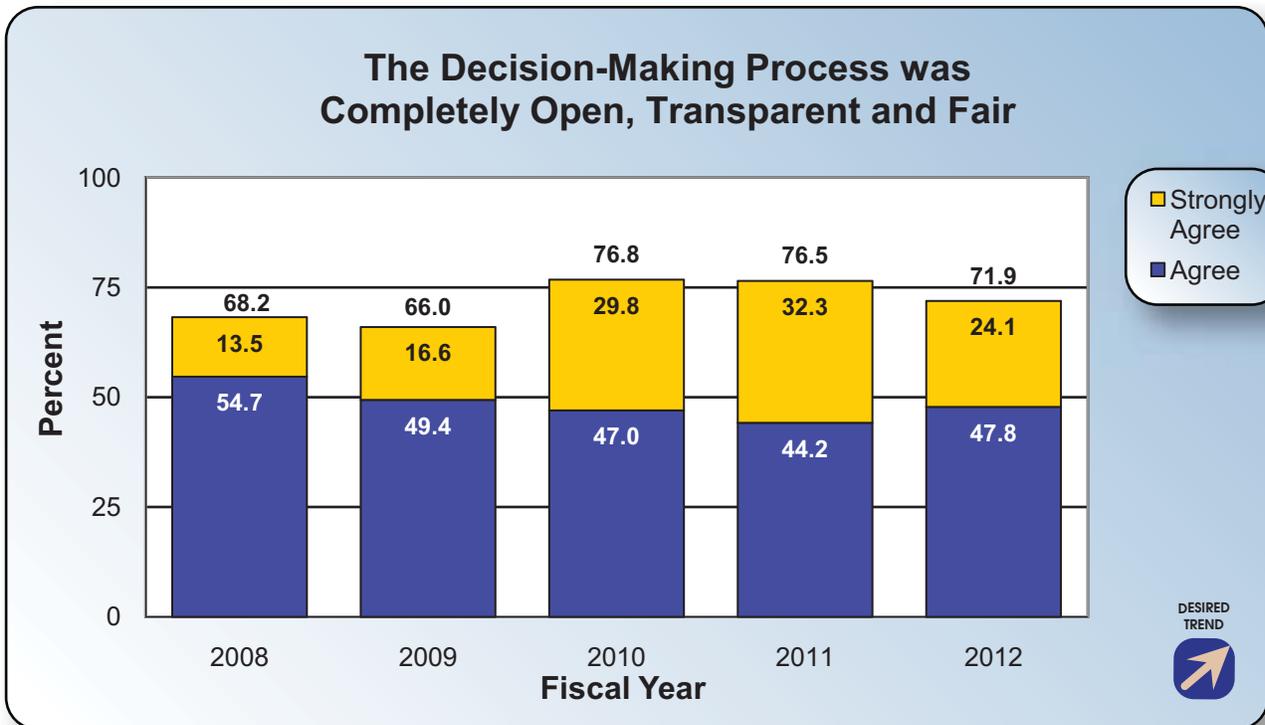
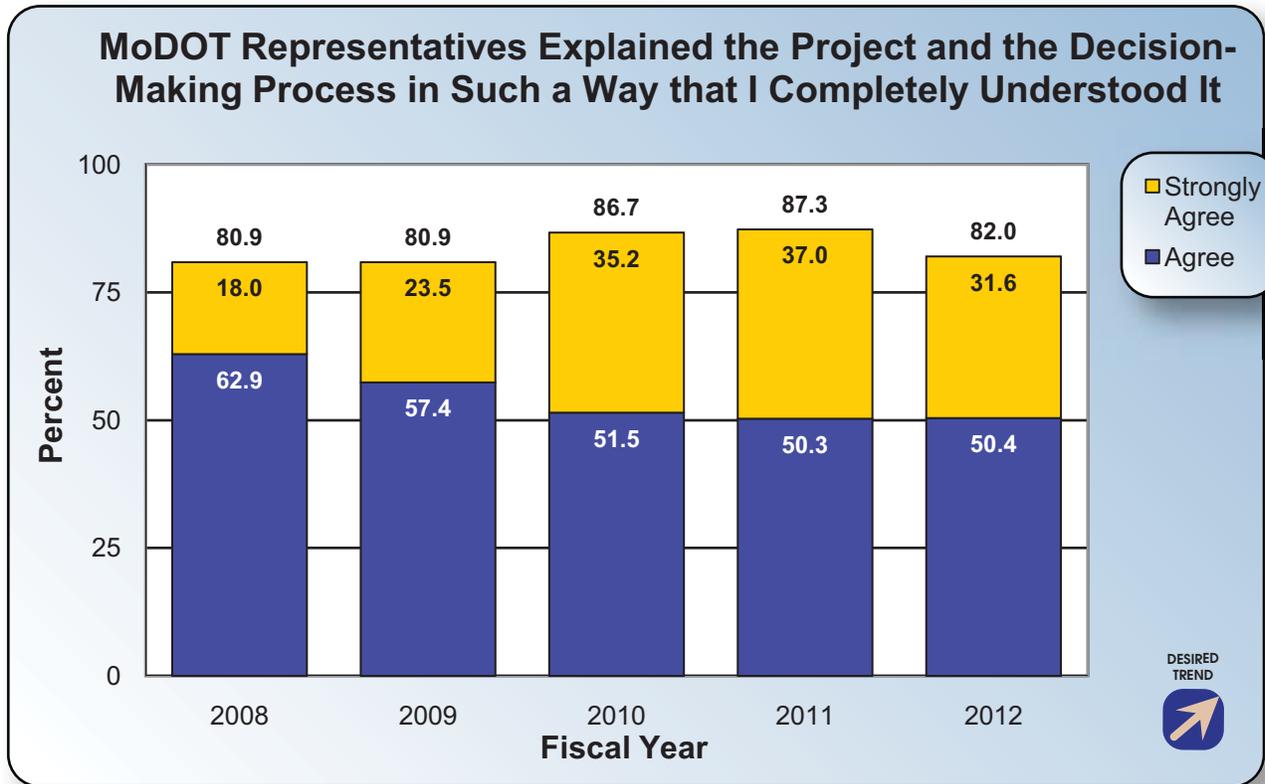
A total of 82.1 percent of the respondents agreed that MoDOT explained the project and the decision-making process in such a way that the respondents completely understood it, similar to the results from previous years.

Seventy-two percent of the respondents in FY2012 agreed that the decision-making process was completely open, transparent and fair. This was also statistically similar to the results of the previous years.



\*As measured by the American Customer Satisfaction Index.

# OUTSTANDING CUSTOMER SERVICE



## Percent of customers who believe completed projects are the right transportation solutions-5c

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

**Measurement Driver:** Eric Schroeter, 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 that is sent to users of projects that were completed and opened to traffic within the previous year. The goal is for the MoDOT districts to 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 have included 500 addresses per project areas for a total of 10,500 surveys.

This measure is reported annually in January. Districts will continue to identify one project in each of the three categories to be surveyed, although it is recognized that it might not be possible for every district to have three projects that meet the criteria each year.

### Improvement Status:

Project-specific questions were asked of MoDOT

customers and each showed a high level of satisfaction with meeting important goals such as safety, convenience, less congestion, handles traffic efficiently, easy to navigate, easy to understand and well-marked. A total of 1,699 completed surveys were received for a response rate of 16.2 percent.

All of the key measures were statistically similar to last year’s high ratings. However, all of the measures went down slightly this year. The overall results show that most Missourians are very satisfied with their local project and generally believe that MoDOT provides the right transportation solution. A total of 90.5 percent of the respondents were either “very” or “fairly” familiar with the project roadway, and 76.5 percent of the respondents were regular users of the affected roadway.

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

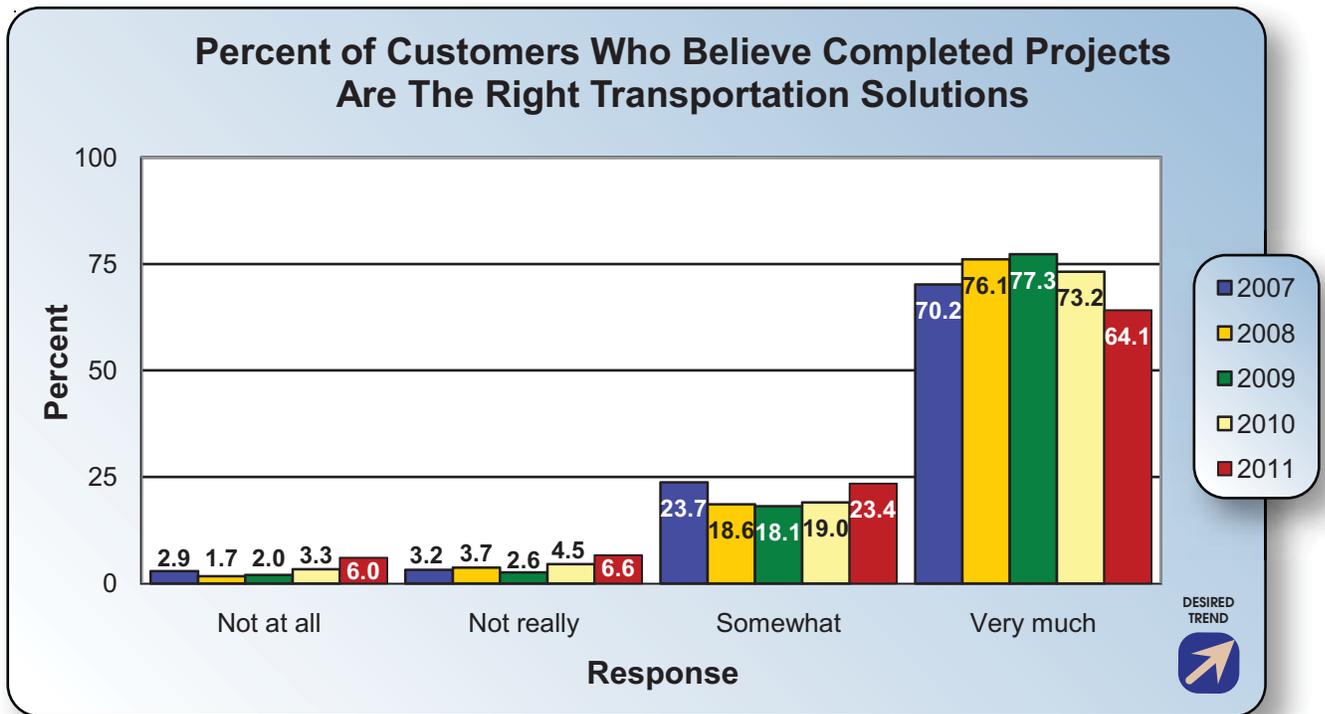
- safer (88.7 percent),
- more convenient (84.2 percent),
- less congested (78.9 percent),
- easier to travel (86.0 percent),
- better marked (83.8 percent), and
- was the right transportation solution (87.5 percent).

As part of the questionnaire, each respondent had the opportunity to provide comments about why his/her local project was – or was not – the right transportation solution. Each comment that was provided has been shared with the districts for their evaluation and guidance for future projects.

With static transportation funding and increasing costs, MoDOT’s ability to continue to adequately address transportation improvements Missourians think are important is unlikely.



# OUTSTANDING CUSTOMER SERVICE



## Percent of customers satisfied with transportation options-5d

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

**Measurement Driver:** Ben Reeser, Long-Range Transportation Planning Coordinator

**Purpose of the Measure:**

This measure provides information about the public’s perception of MoDOT’s performance in providing transportation options other than Missourians’ personal vehicle.

**Measurement and Data Collection:**

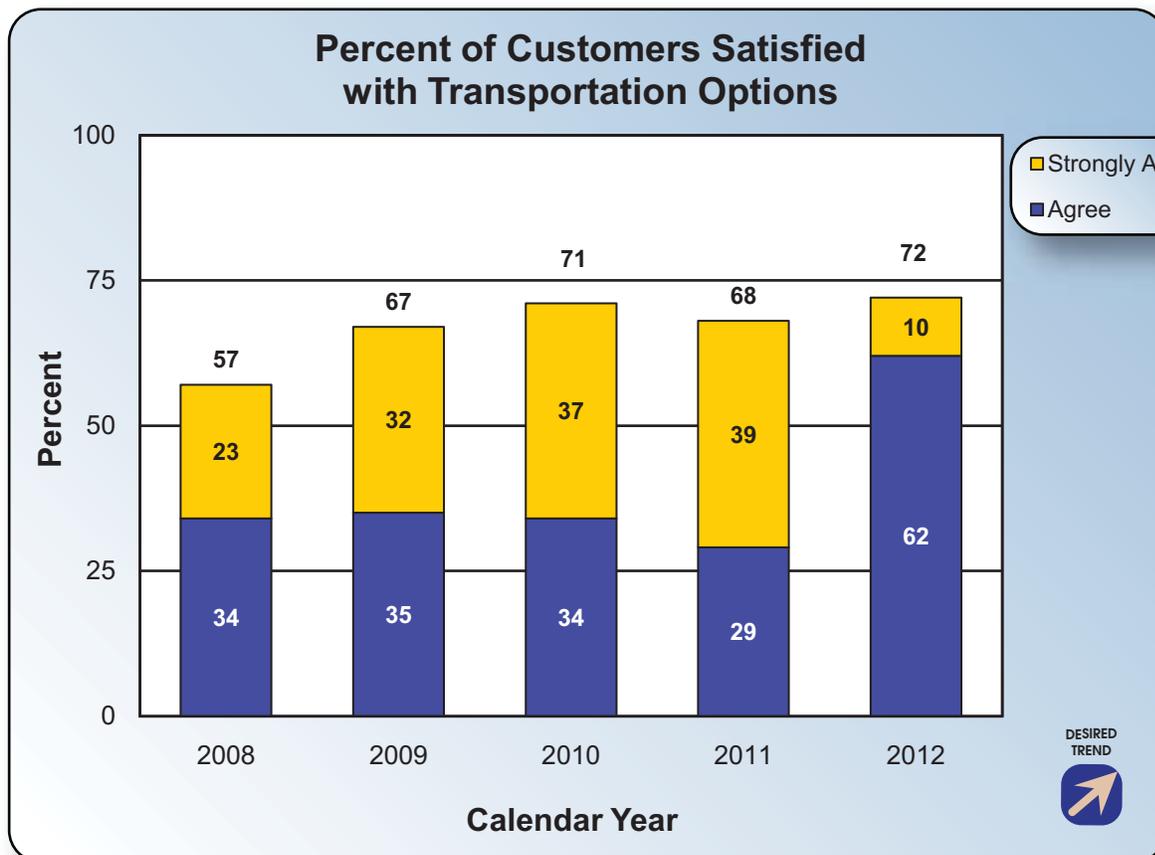
Data is collected through a telephone survey each May from interviews of approximately 3,500 randomly selected Missourians. This is an annual measure updated in July.

**Improvement Status:**

MoDOT learned in the 2012 survey that 72 percent of Missourians are satisfied with transportation options

in Missouri. This is a four percent increase from last year.

MoDOT continues to emphasize transportation improvements in all modes including increased services to public transportation and more reliable passenger rail service. The competitive pricing of Missouri’s public airports provides travelers more options that contribute to increased satisfaction levels. Gas prices remain below peak levels experienced in 2008, and this appears to correlate with Missourians satisfaction regarding transportation options.



**Percent of signs that meet customers' expectations-5e** New!

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

**Measurement Driver:** Tom Honich, Sign and Marking Engineer

**Purpose of the Measure:**

This measure tracks whether MoDOT's signing policies, processes and materials used are resulting in visible highway signs that meet customers' expectations.

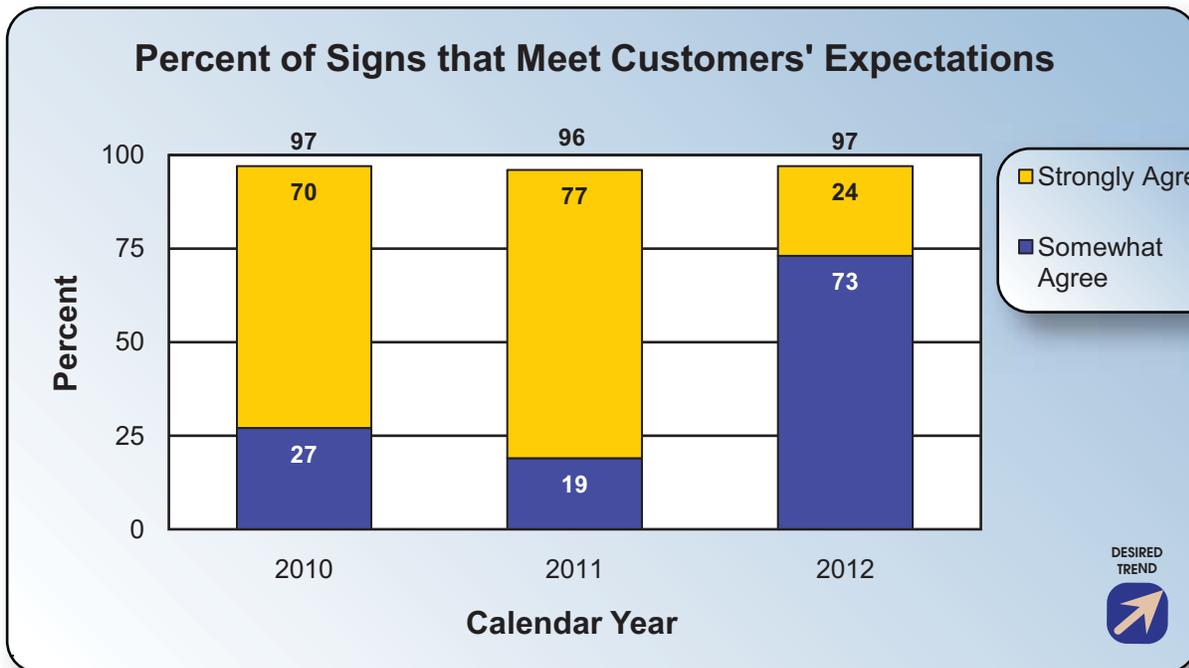
**Measurement and Data Collection:**

MoDOT conducts an annual statewide telephone customer satisfaction survey. The survey asks the customer to respond to the following statement: "Please rate your level of agreement with the following statement – MoDOT signs are bright enough for you to see." This measure is reported each July.

**Improvement Status:**

The survey indicates 97 percent of those who were surveyed believe MoDOT's signs are bright enough for them. This is consistent with the results of the previous two years for overall satisfaction. However, there was a 53 percent decrease in customers who strongly agreed, offset by a 54 percent increase in customers who somewhat agreed.

MoDOT has a long history of sign maintenance and annual inspection to identify deficient signs and then make the necessary corrections. This data indicates MoDOT's actions are meeting customer expectations in the area of signing.



## Percent of stripes that meet customers' expectations-5f

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

**Measurement Driver:** Mike Curtit, Traffic Liaison Engineer

**Purpose of the Measure:**

This measure tracks whether MoDOT's striping policy, processes and materials used are resulting in visible stripes that meet customers' expectations.

**Measurement and Data Collection:**

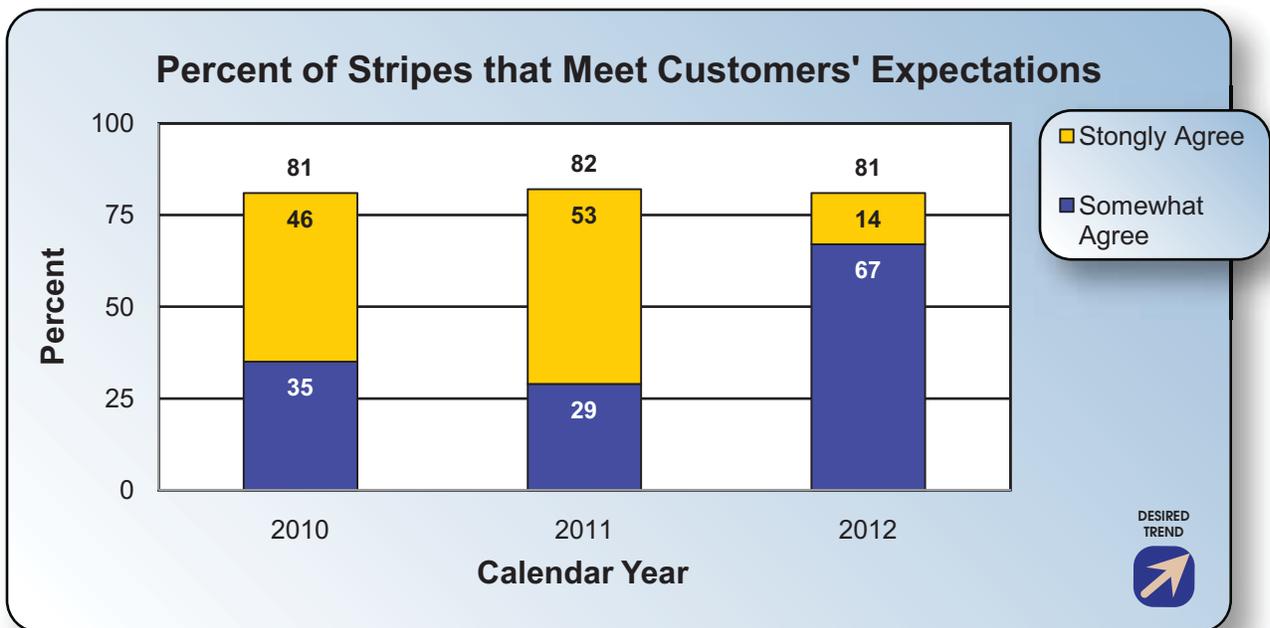
MoDOT conducts an annual statewide telephone customer satisfaction survey. The survey asked the customers to respond to the following statement: "The striping on MoDOT highways is bright enough for you to see." This measure is reported each July.

**Improvement Status:**

The results from the 2012 survey were mixed. Overall, there was only a slight decrease, from 82

percent to 81 percent in customer satisfaction. However, there was a 39 percent decrease in those that "strongly agree". This was offset by the increase from 29 percent to 67 percent of those who responded "somewhat agree".

MoDOT restripes major roadways each year prior to Memorial Day. MoDOT continues to expand the use of wet reflective markings on major highways, through the use of rumble stripes and the use of a wet-reflective optics system to provide increased visibility on rainy nights.



## Percent of customers satisfied with work zones-5g

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

**Measurement Driver:** Dan Smith, Traffic Management & Operations Engineer

**Purpose of the Measure:**

Work zones are designed to allow the traveling public the ability to travel safely through the work area with minimal disruption. This measure tracks how well the department meets customer expectations in nine aspects of work zone design.

**Measurement and Data Collection:**

The Work Zone Customer Survey is located on the MoDOT website at: [www.modot.mo.gov/workzones/Comments.htm](http://www.modot.mo.gov/workzones/Comments.htm). This measure is updated quarterly.

Customers indicated whether they agreed that:

- Signs provided enough warning.
- Signs provided clear instruction.
- Channelizers provided proper guidance.
- Travel through the work zone was timely.
- The traveler felt safe in the work zone.

**Improvement Status:**

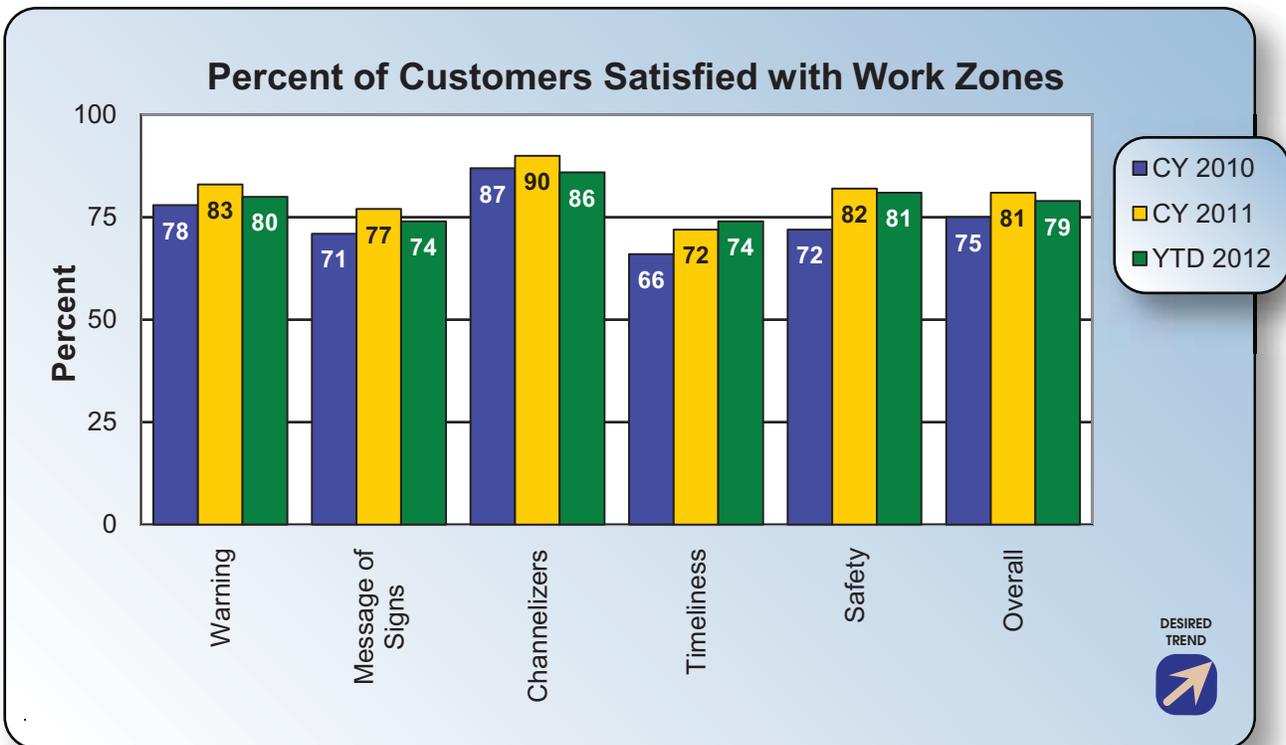
For year-to-date 2012, data from 375 customer surveys was compiled, an increase of 53 surveys compared with the same period last year.

Compared to 2011, MoDOT experienced an overall decrease of 2 percent in customer satisfaction for year-to-date 2012.

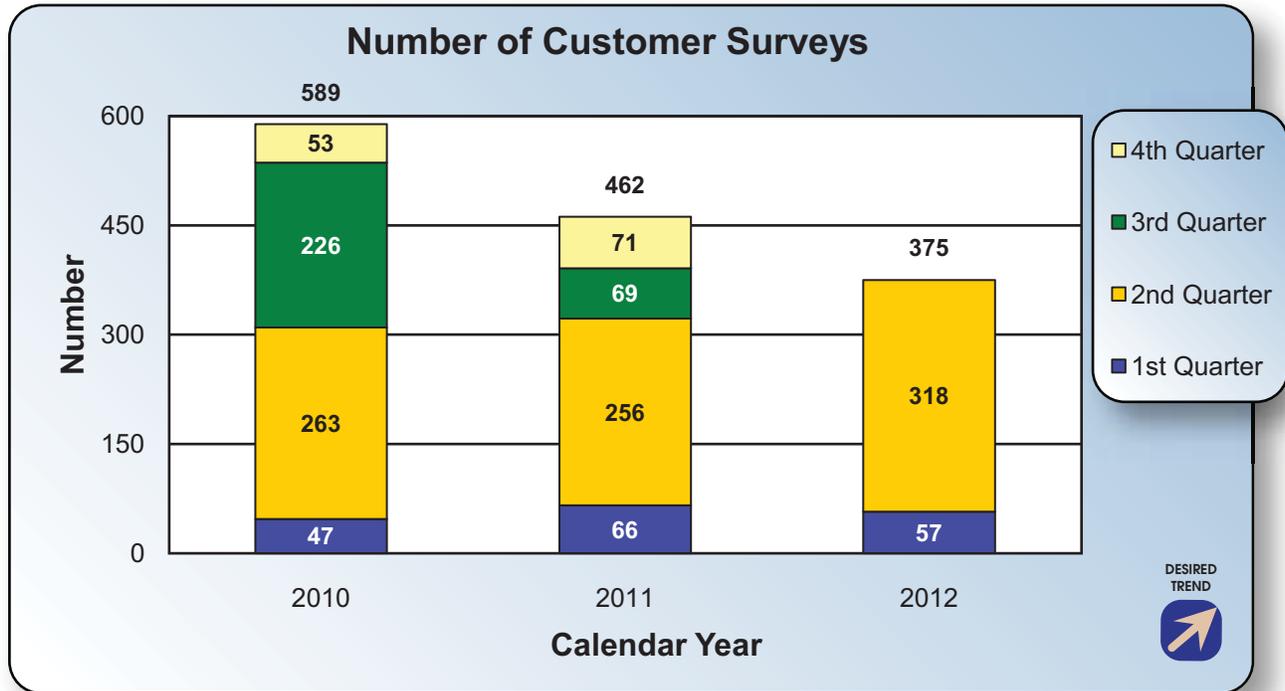
Scores for *Travel through the work zone was timely* increased by 2 percent, while the other expectations decreased slightly compared to last year.

The continued increase in satisfaction for timeliness is due to MoDOT’s emphasis on reducing work zone back-up and travel delay.

Providing warning, instruction, and guidance through the work zones should continue to be emphasized in every work zone.



# OUTSTANDING CUSTOMER SERVICE



## Percent of customers satisfied with rest areas' convenience, cleanliness and safety-5h

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

**Measurement Driver:** Steve Swofford, Senior General Services Specialist

**Purpose of the Measure:**

This measure helps MoDOT understand and meet customer expectations concerning the convenience, cleanliness and safety of its rest areas. This information provides insight to customer expectations related to rest area location, lighting and security as well as the overall cleanliness.

MoDOT works with extended employment sheltered workshops to provide cleaning at all 17 rest areas in the system. The sheltered workshop employees provide this service 365 days a year, many from early morning (6 a.m.) to late in the evening (10 p.m.). This measure is updated quarterly.

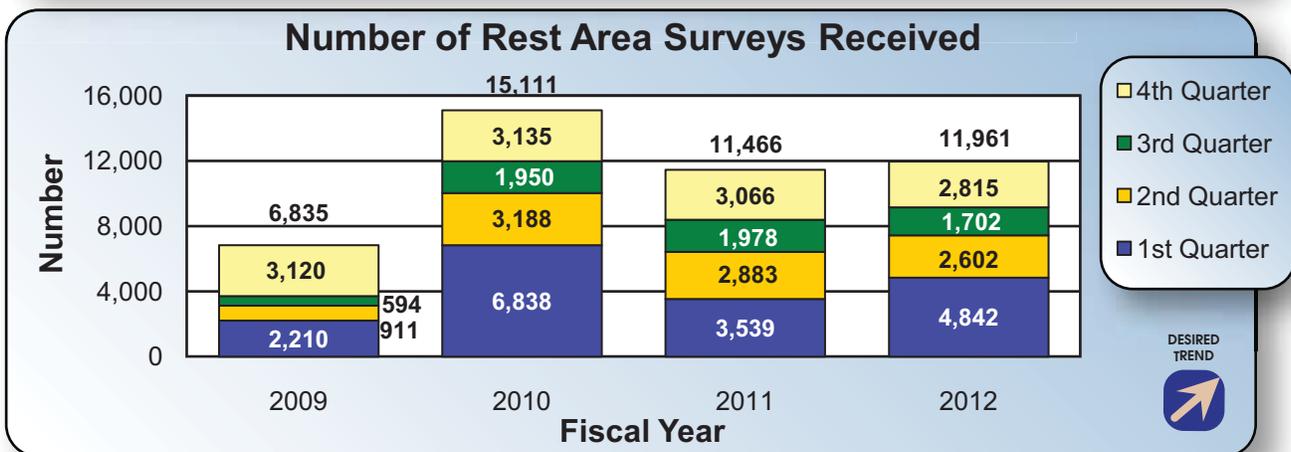
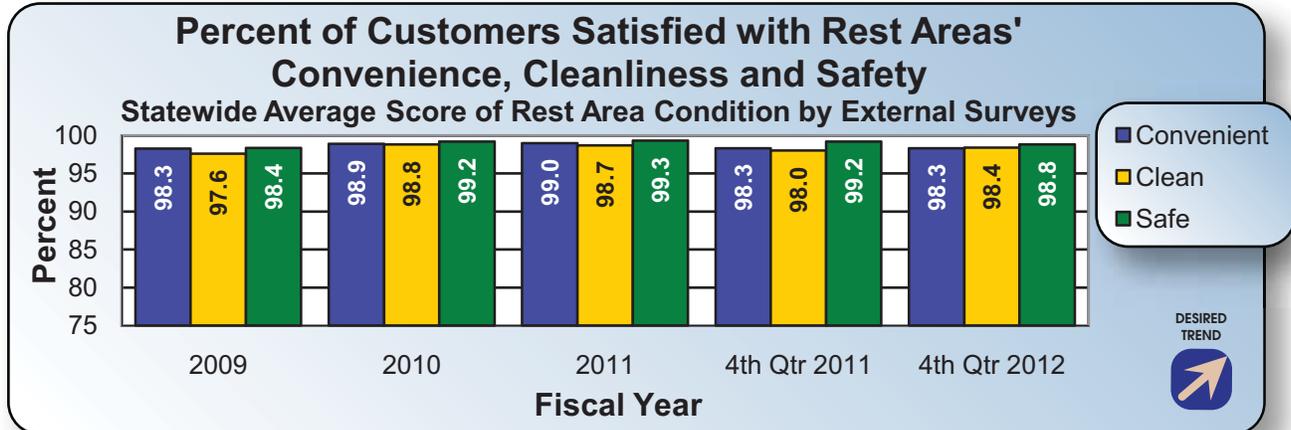
**Measurement and Data Collection:**

The data for this measure is collected from external sources. MoDOT receives external feedback from survey cards offered at all rest areas. The cards are retained for one quarter in arrears. The survey card has a variety of questions, with three of the questions specifically targeting the convenience, cleanliness and safety of the rest areas. This provides direct input from our customers. All comments from the cards are sent to the districts and sheltered workshop contractor to ensure concerns are addressed.

**Improvement Status:**

The department received 2,815 surveys this quarter, with Joplin and Conway providing 52 percent of the feedback.

Customer satisfaction for the three attributes is nearly the same in all of the factors when compared to the same quarter one year earlier. All three attributes are at or above 98 percent. MoDOT implements actions to improve the cleanliness at rest areas with lower satisfaction ratings through direct contact with the contractor and district personnel.



## Customer satisfaction with non-motorized facilities-5i

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

**Measurement Driver:** Ron Effland, Non-motorized Transportation Engineer

### Purpose of the Measure:

This measure tracks customer satisfaction with transportation facilities for biking and walking, such as sidewalks, traffic signals and crosswalks, bike lanes and bikeable shoulders. It is MoDOT's desire to provide safe, accessible and connected networks that allow customers to have options for meeting their transportation, recreation and active living needs.

### Measurement and Data Collection:

Data is collected in the annual statewide telephone customer satisfaction survey. Customers are asked if they have biked or walked along a public road in the past two weeks. If the answer is yes they are asked additional questions about their experience. This is an annual measure updated each July.

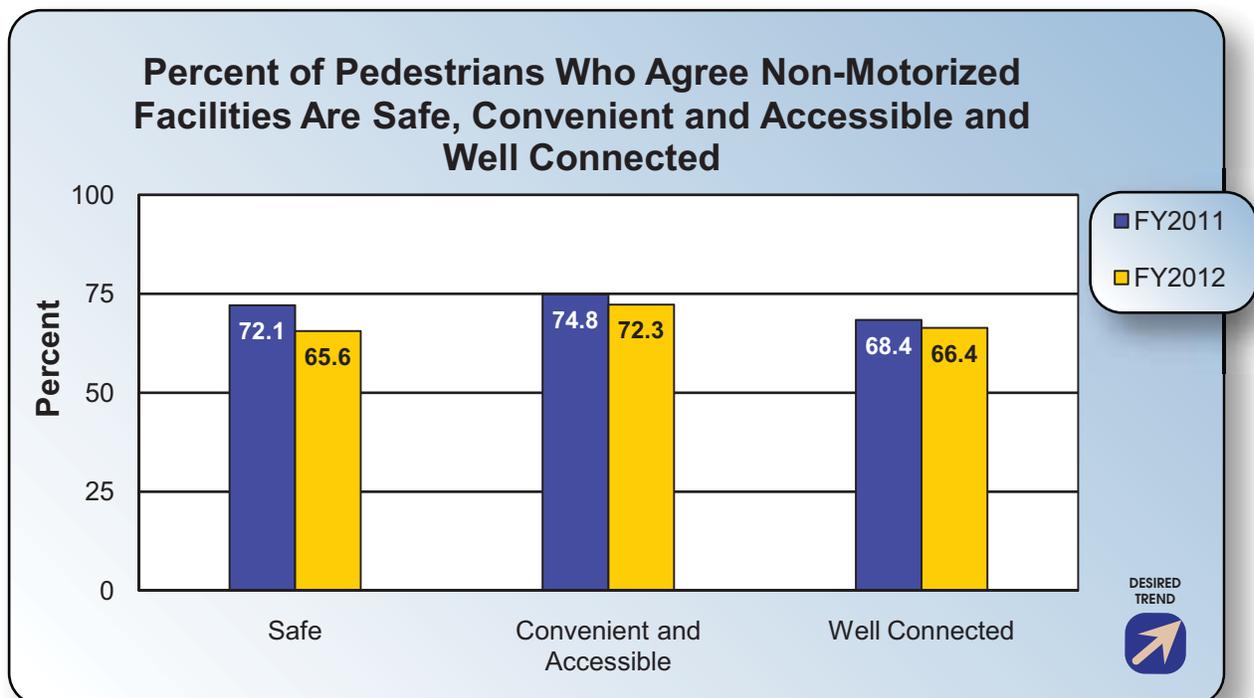
### Improvement Status:

MoDOT has made a commitment to make progress in upgrading pedestrian facilities to meet the Americans with Disabilities Act access requirements. In addition, bicycle and pedestrian needs are to be considered on all projects and included where it is the right thing to do.

The reported level of customer satisfaction has declined in every area of the survey this year. Pedestrian satisfaction with the safety of their routes fell 6.5 percent and bicyclists' satisfaction with safety fell 12.7 percent. Convenience and accessibility satisfaction fell 2.5 percent for pedestrians and 4.4 percent for bicyclists. Satisfaction with connectivity was down 2.0 percent for pedestrians and 4.5 percent for bicyclists.

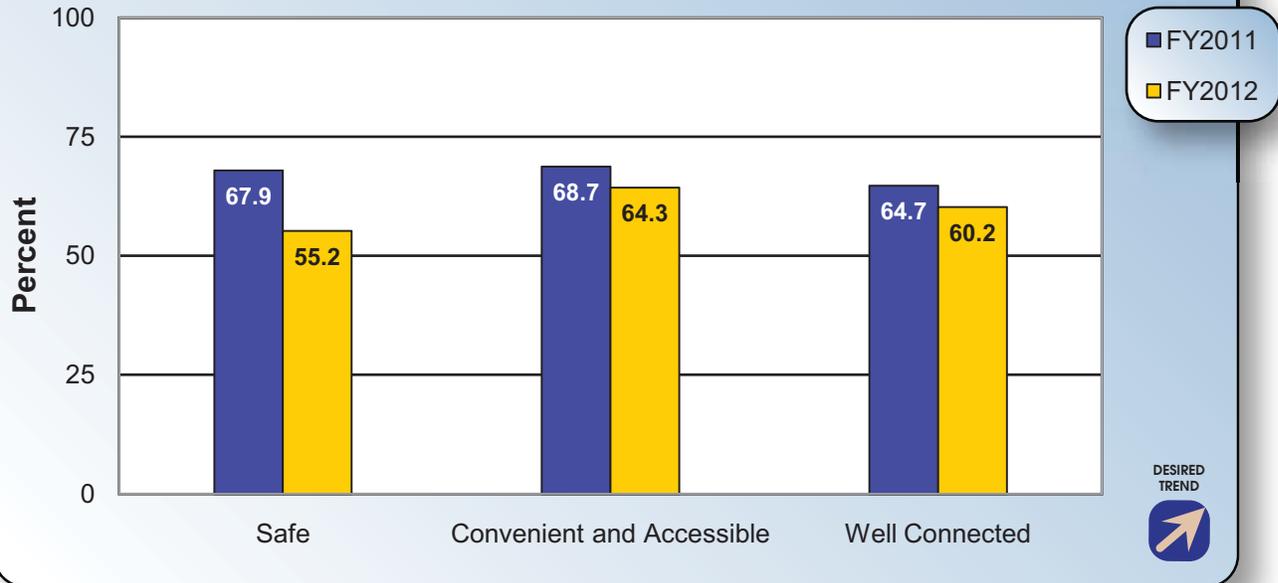
The number of people reporting to have walked or biked along MoDOT roadways has increased this year. Walking is up 5.1 percent and biking is up 1.5 percent.

While MoDOT continues to make system wide improvements in safety, accessibility and network connectivity for pedestrians and bicyclists, customers are less satisfied with the safety, convenience, accessibility and connectivity of the system today than they were a year ago.

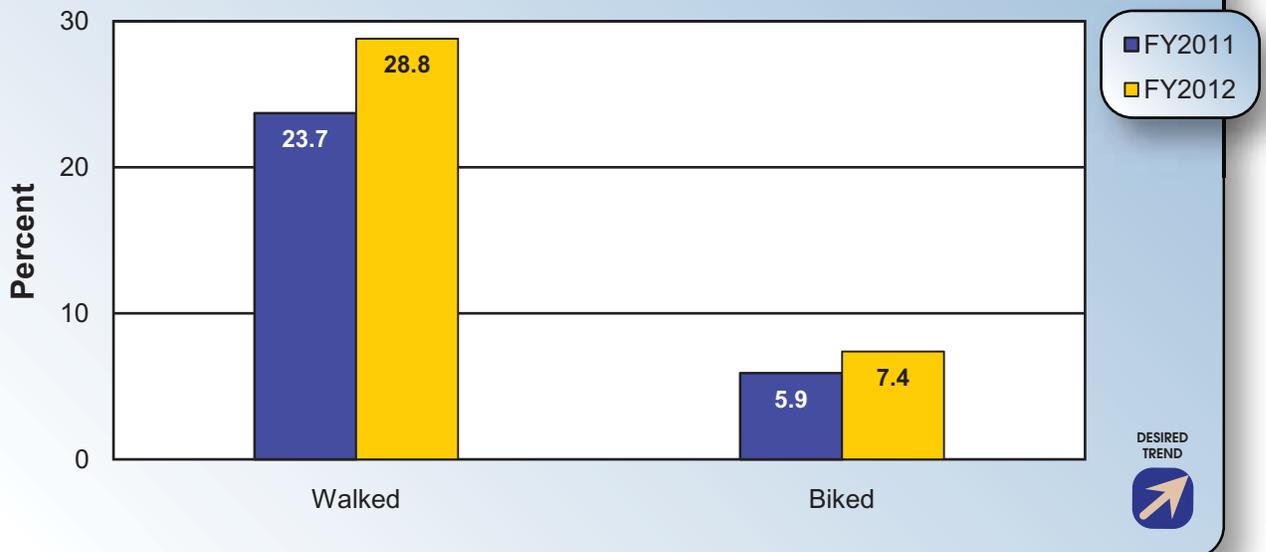


# OUTSTANDING CUSTOMER SERVICE

## Percent of Bicyclists Who Agree Non-Motorized Facilities Are Safe, Convenient and Accessible and Well Connected



## Percent of Customers Surveyed Who Have Walked or Biked in the Last Two Weeks



**Percent of customers satisfied with MoDOT's customer service - 5j** New!

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

**Measurement Driver:** Tammy Wallace, Customer Relations Specialist

**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:**

The data for this quarterly measure is obtained from a monthly telephone survey of 200 customers who contacted a MoDOT customer service center in the previous month. The customer contacts come from district call reports in the customer service database. Customers participating in the survey are asked to respond on a strongly agree to strongly disagree scale on how politely they were treated and how quickly and clearly MoDOT responded to and answered their question or concern. A fourth question asks how satisfied they were overall.

As a comparative to customer perceptions, the actual average time to complete requests logged into the customer service database is also reported. Requests that require more than 30 days to complete are removed to prevent skewing the overall results. Time is measured in working days.

**Improvement Status:**

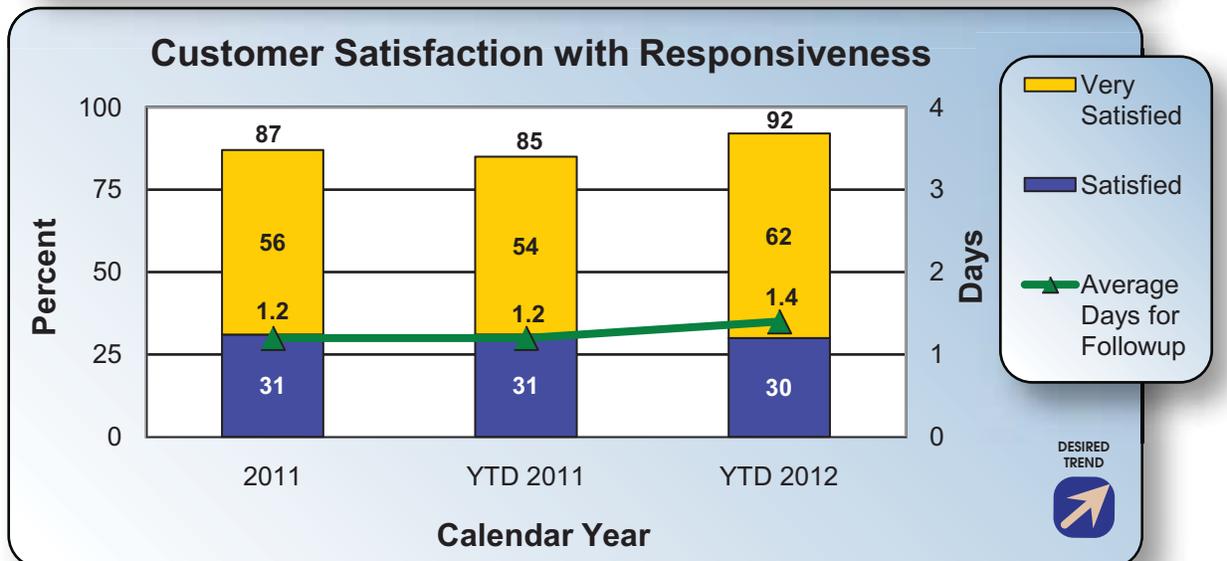
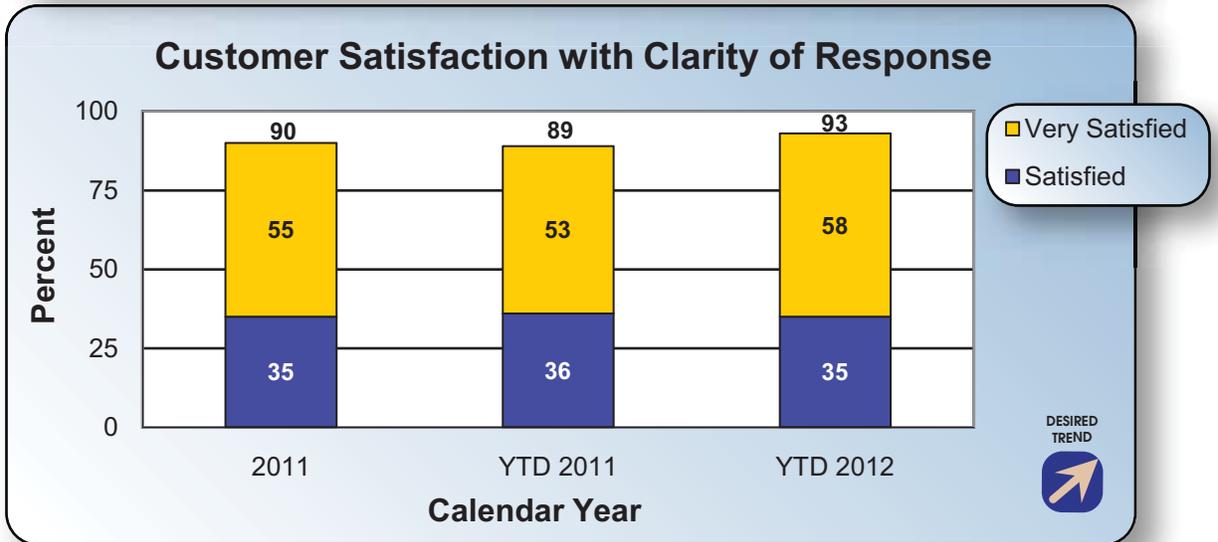
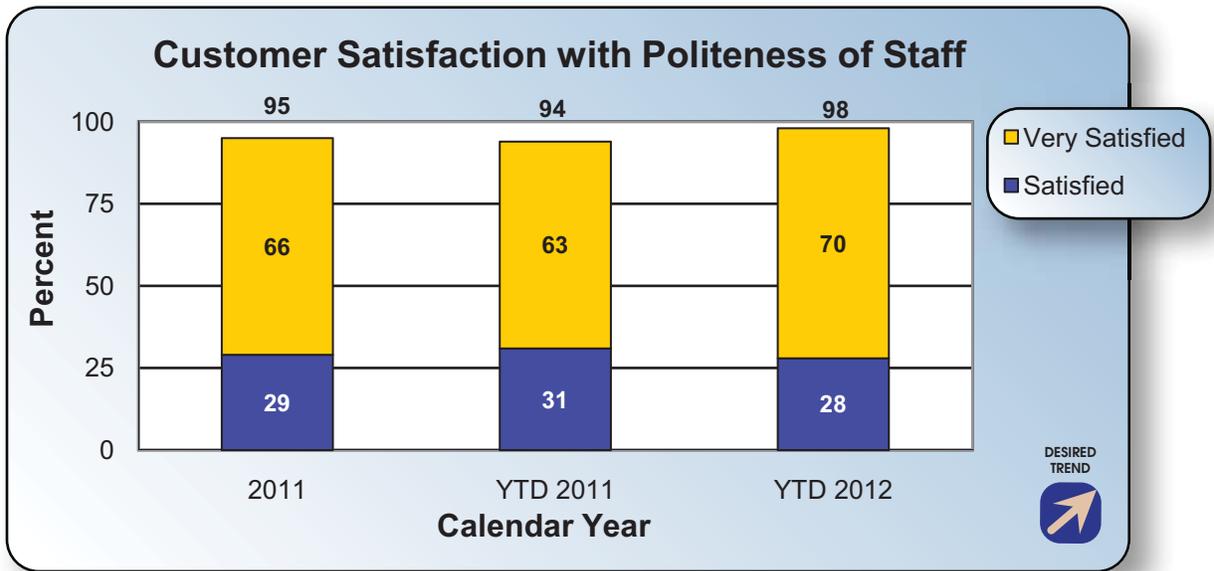
During the second quarter of 2012, 83 percent of customers indicated they were either satisfied or very satisfied with how MoDOT handled their question or concern. This is up from 81 percent in the second quarter of 2011. Politeness scored 98 percent, 93 percent felt they received a clear, understandable answer and 92 percent were satisfied or very satisfied with the promptness of the response they received. All numbers are up from the same quarter last year.

MoDOT recently implemented a new electronic call routing process that limits caller wait-time to no longer than four minutes. Once a regional call is in queue for four minutes, it is routed to the next available customer service representative in one of the other seven customer service centers across the state. This new way of handling calls provides better service to customers and maximizes center staffing.

During the second quarter of 2012, the time to complete customer requests was 1.4 days. The turn-around time for completing customer requests remains very steady, showing a dedicated effort to provide timely customer service. This quarter 7,625 customer requests were entered into the database.



# OUTSTANDING CUSTOMER SERVICE



## Percent of customers who feel MoDOT provides timely, accurate and understandable information-5k

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

**Measurement Driver:** Tammy Wallace, Customer Relations Specialist

### 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 they need and use.

percent say MoDOT provides understandable information. All three increased from last year's measures by one to three percent. However, there was a decrease in customers who strongly agree, offset by an increase in customers who agree.

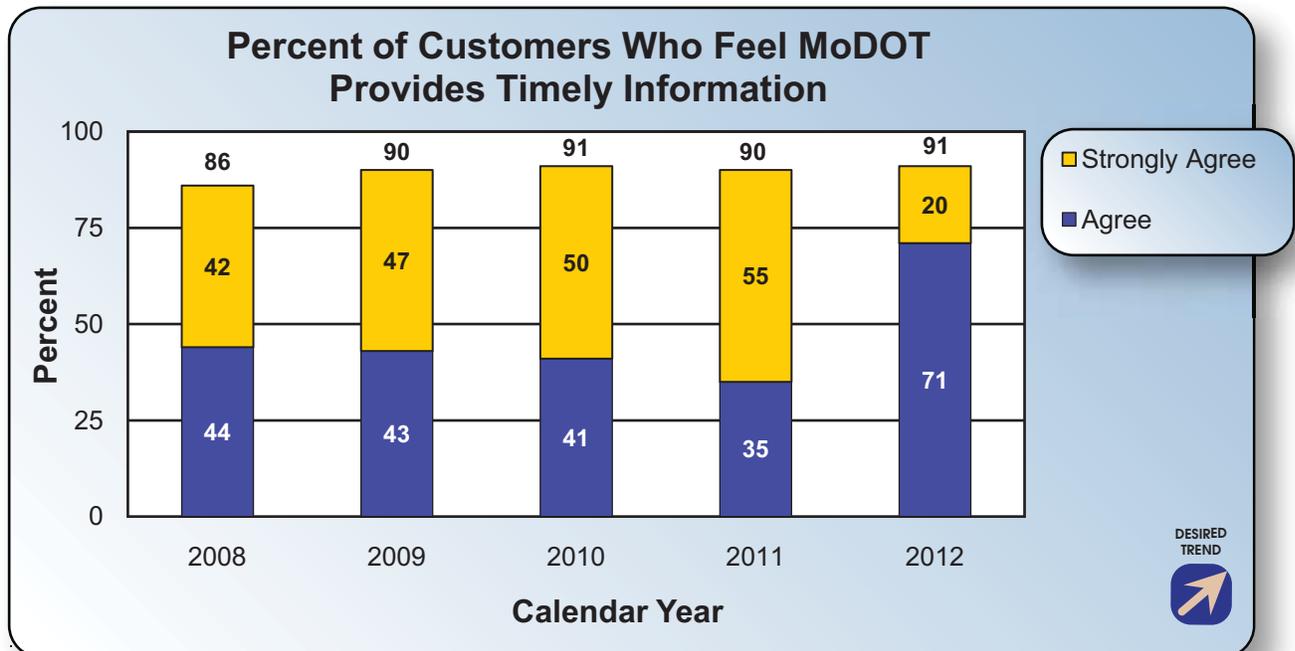
### Measurement and Data Collection:

Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. This is an annual measure, updated in July.

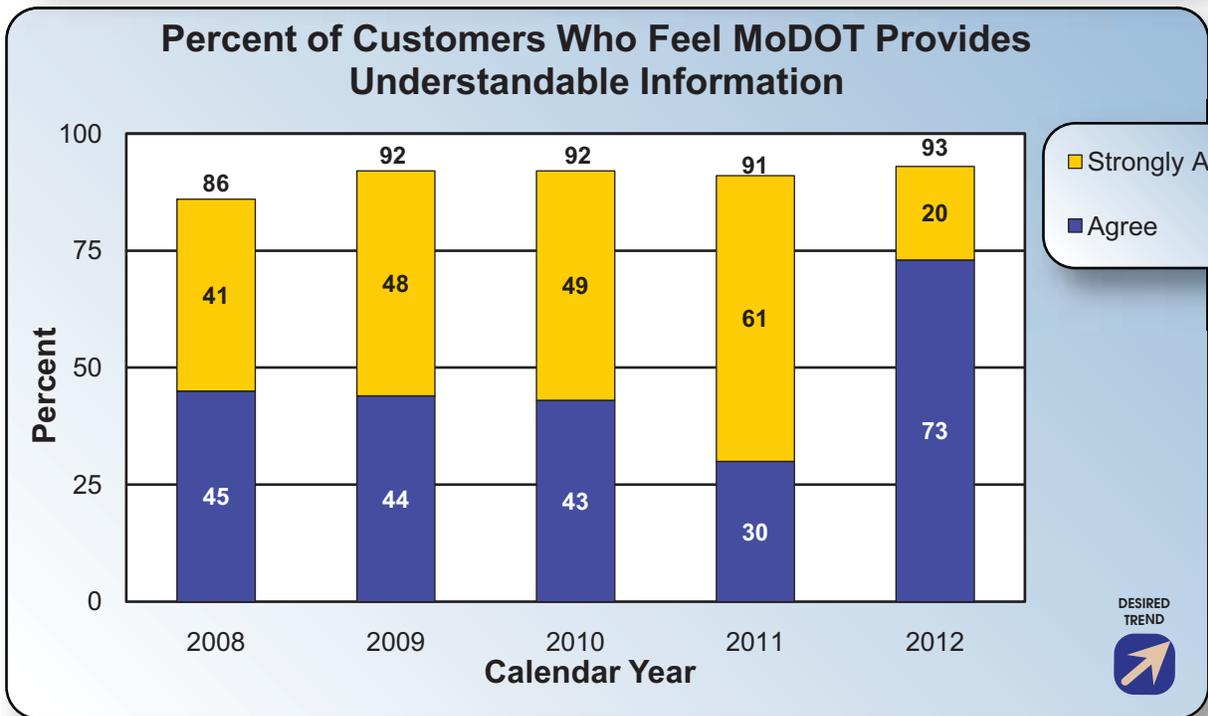
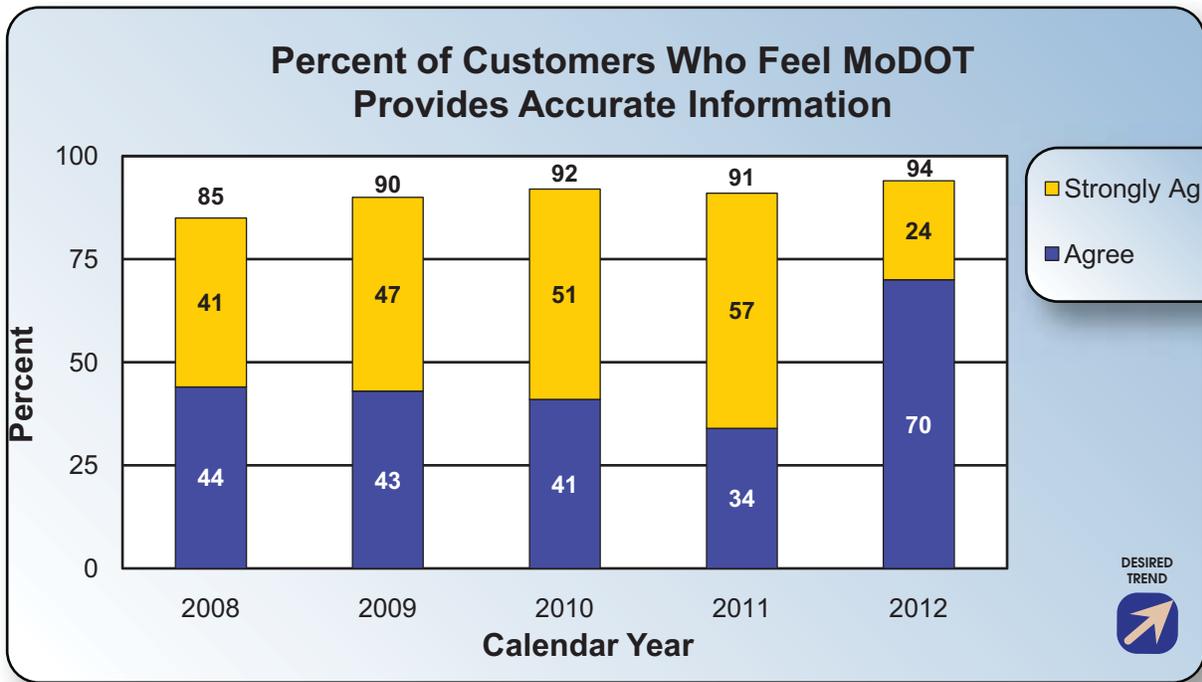
MoDOT's continuing efforts to be open and transparent are reflected in these results, as are a variety of outreach activities ranging from the Traveler Information Map and social media communications to public meetings and media and personal contacts.

### Improvement Status:

The percentage of Missourians who agree MoDOT provides timely, accurate and understandable information remains extremely high. A total of 91 percent of Missourians agree MoDOT provides timely information, while 94 percent feel the department provides accurate information and 93



# OUTSTANDING CUSTOMER SERVICE



## Percent of partner satisfaction-5I

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

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

**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, working with an independent research and survey firm, conducts an annual survey each January to collect satisfaction data from MoDOT’s 11 partner groups. Motor Carrier Services conducts a separate partner survey that is included in the summary shown below. And, state legislators are surveyed separately later in the year. The survey collects data from the previous calendar year and is updated each April.

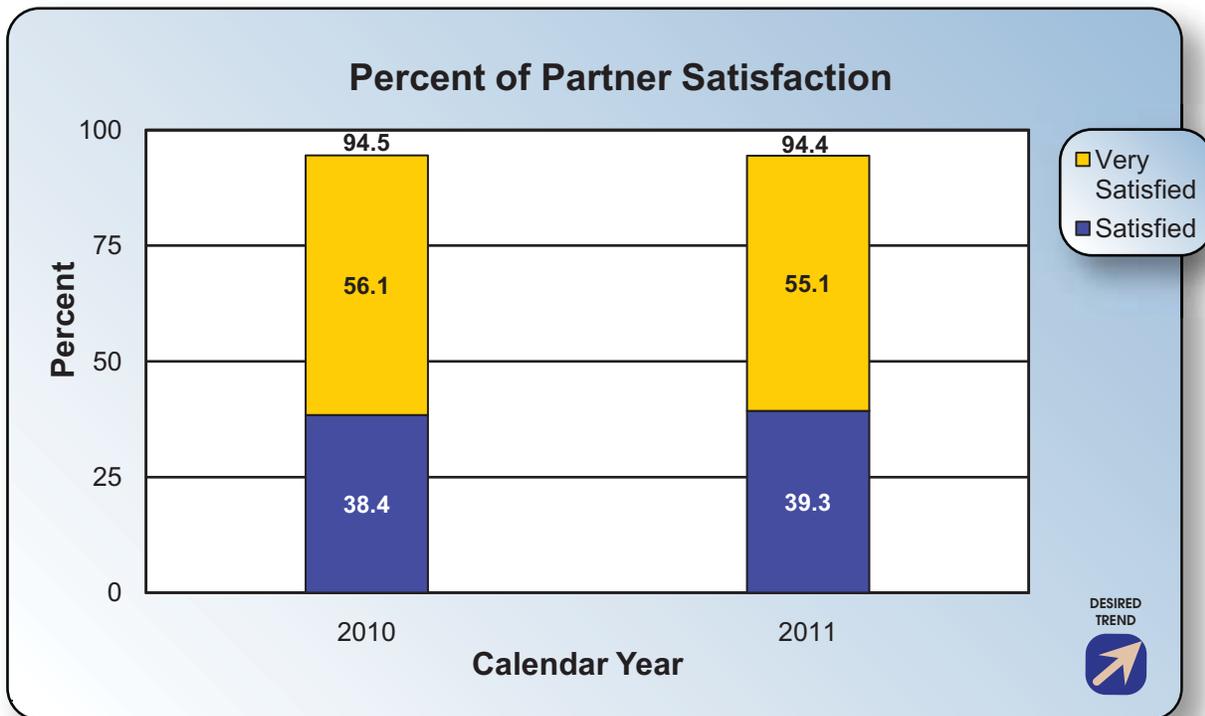
The survey groups include agencies and industries representing: bidding, business, construction, design consultants, environmental, highway safety, legislators, local public entities, minority and

women-owned construction and consultant enterprises, motor carrier services, multimodal, transportation planning and vendors.

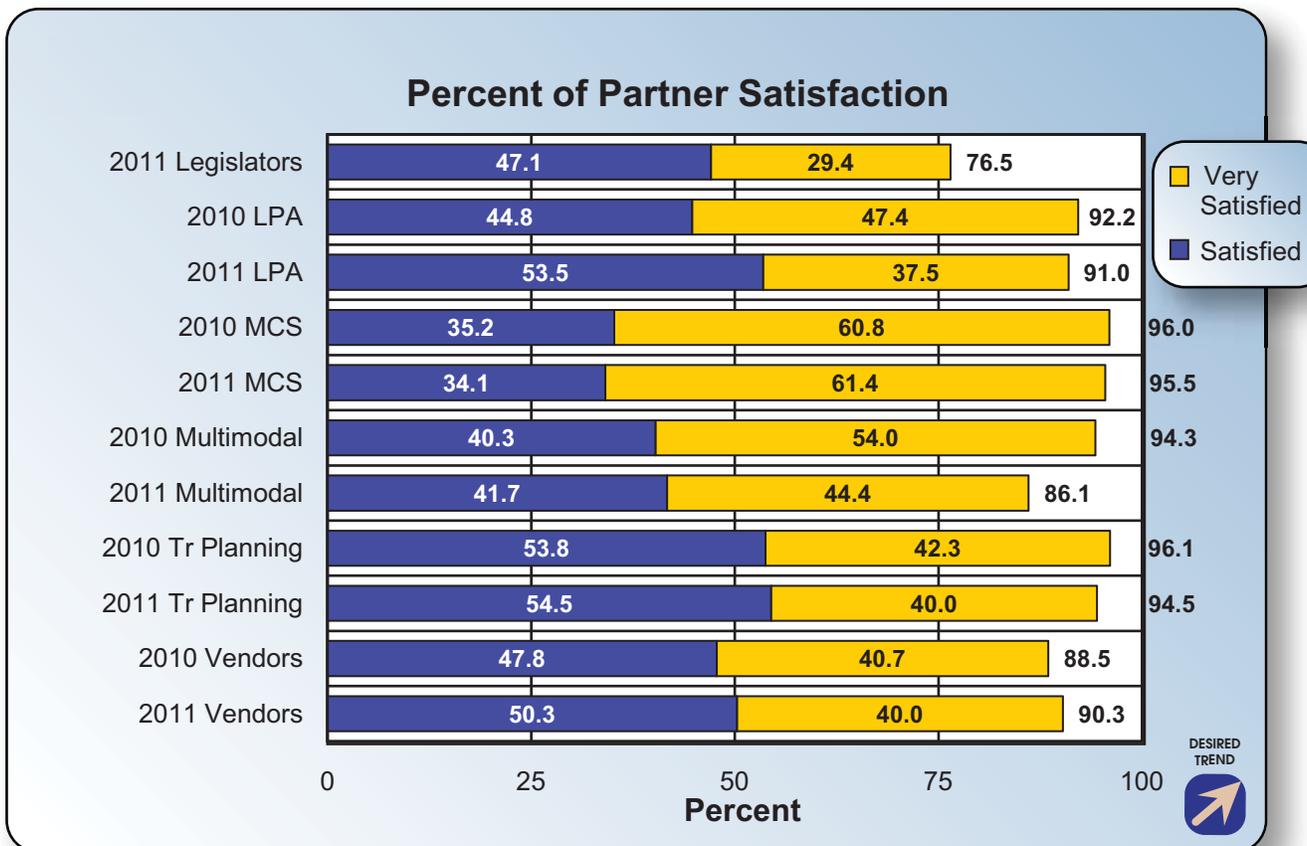
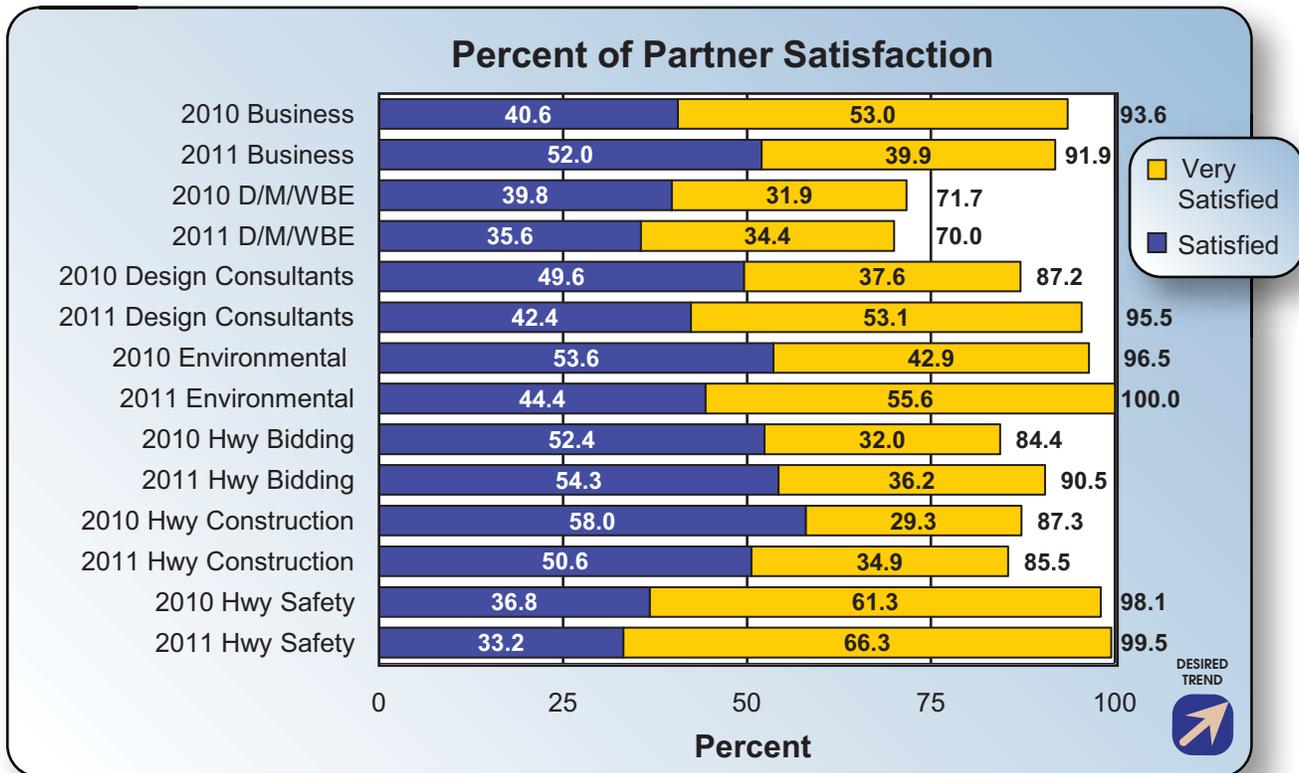
Through the survey, MoDOT is able to gauge the partners’ overall satisfaction in delivering transportation services. The survey scale measures those who are satisfied, very satisfied, dissatisfied and very dissatisfied. MoDOT publicized the survey through emails and website links.

**Improvement Status:**

This was a new measure a year ago. The latest survey, evaluating calendar year 2011, received 3,166 responses from 20,496 invitations to partners resulting in an approximate response rate of 15.4 percent. The percent of very satisfied and satisfied answers is 94.4 percent



# OUTSTANDING CUSTOMER SERVICE



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