



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

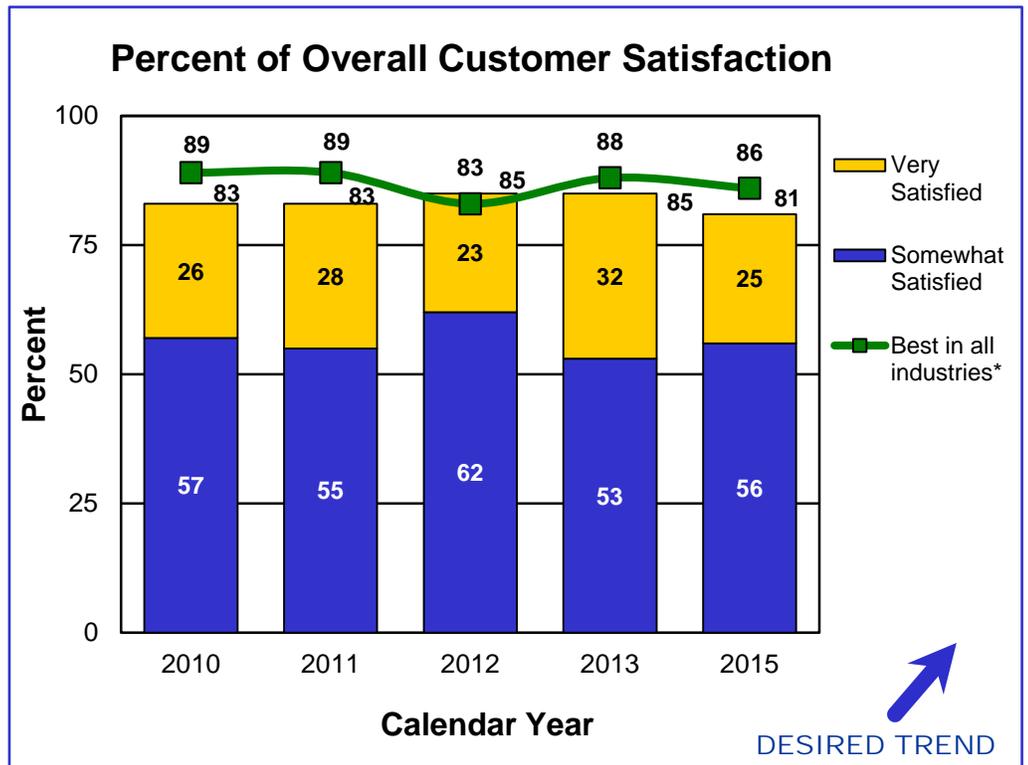
MEASUREMENT DRIVER:
Tammy Wallace
Senior Communications Specialist

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 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.



*2010-11 – Lincoln Mercury, 2012 – Apple, Inc., 2013 – Mercedes Benz, 2015 – Chick-fil-A.

RESULT DRIVER:

Dan Niec
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

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 telephone survey of approximately 3,500 randomly selected Missourians.

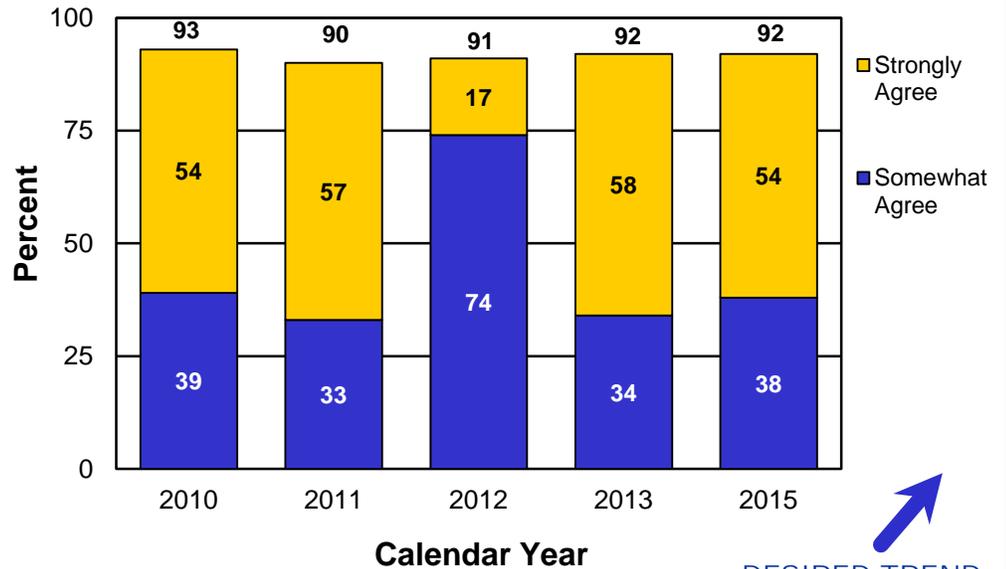
Percent of customers who view MoDOT as Missouri's transportation expert – 3b

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 insufficient transportation funding issues means these relationships will likely face further challenges.

Percent of Customers Who View MoDOT as Missouri's Primary Transportation Expert



RESULT DRIVER:
Dan Niec
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT DRIVER:
Melissa Black
Communications Manager

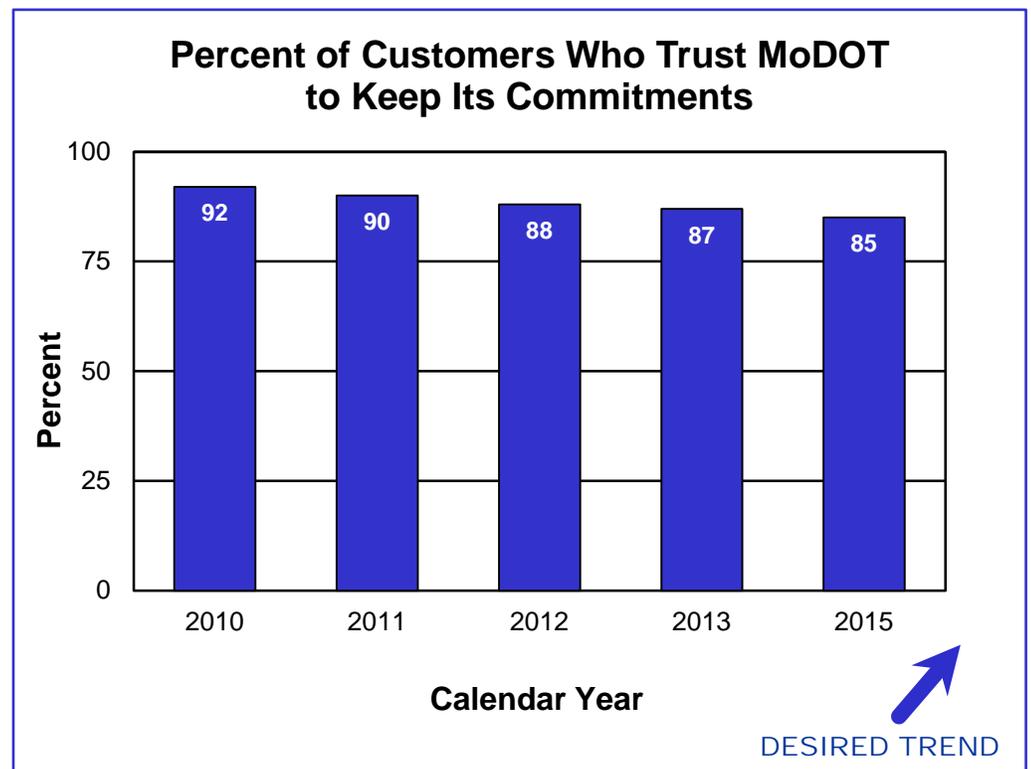
PURPOSE OF THE MEASURE:
This measure tracks the percent of customers who trust MoDOT to keep its commitments. Public trust is an important component in building support for transportation issues.

MEASUREMENT AND DATA COLLECTION:
Data is collected through a telephone survey of approximately 3,500 randomly selected Missourians.

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. 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 insufficient funding means to Missouri's system. With less funding, fewer projects and opportunities to meet the needs of our customers, the percentage of customers who trust us to keep our commitments is likely to decrease.

This year's report card 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 two 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

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

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.

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.

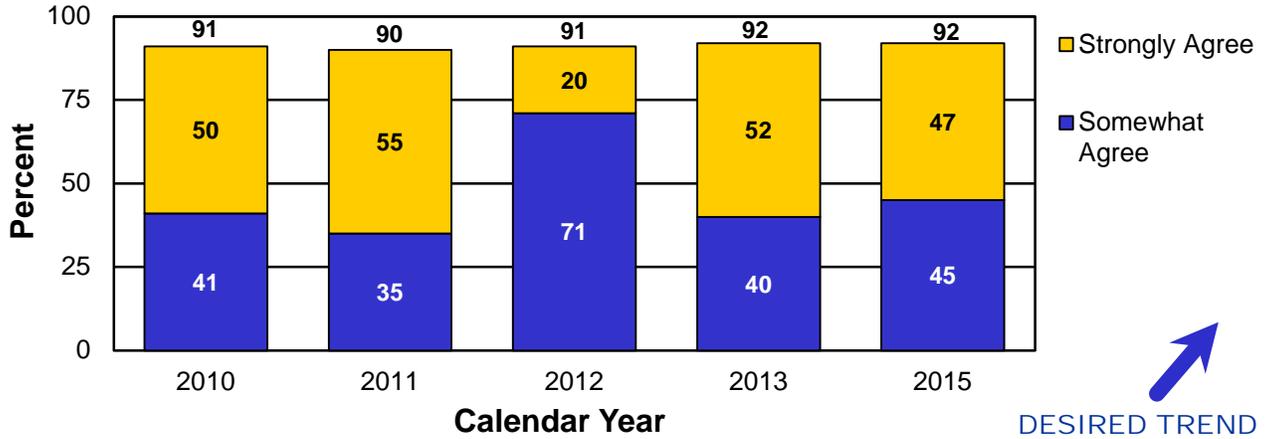
MEASUREMENT AND DATA COLLECTION:

Data is collected through a telephone survey of approximately 3,500 randomly selected Missourians.

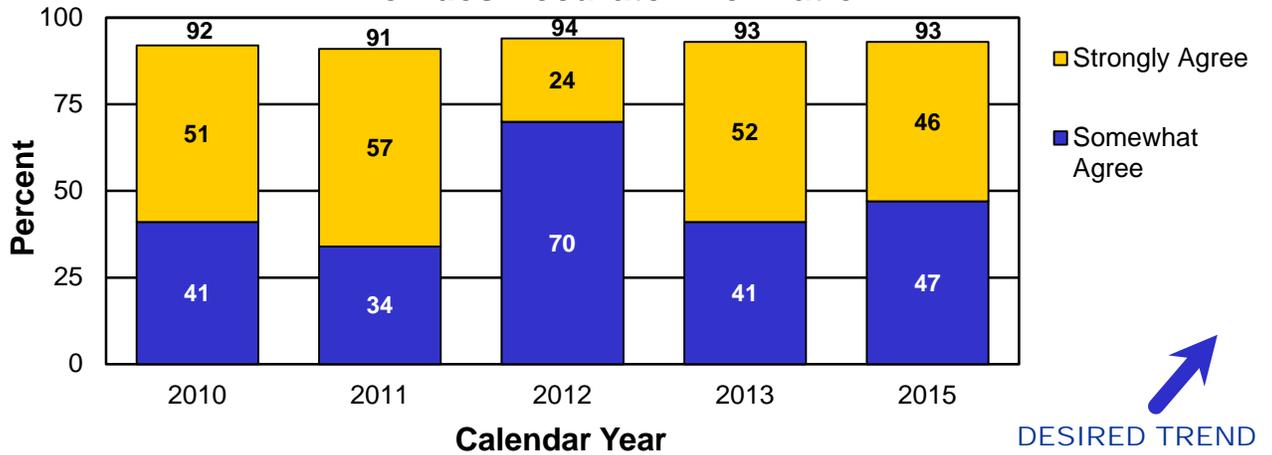


PROVIDE OUTSTANDING CUSTOMER SERVICE

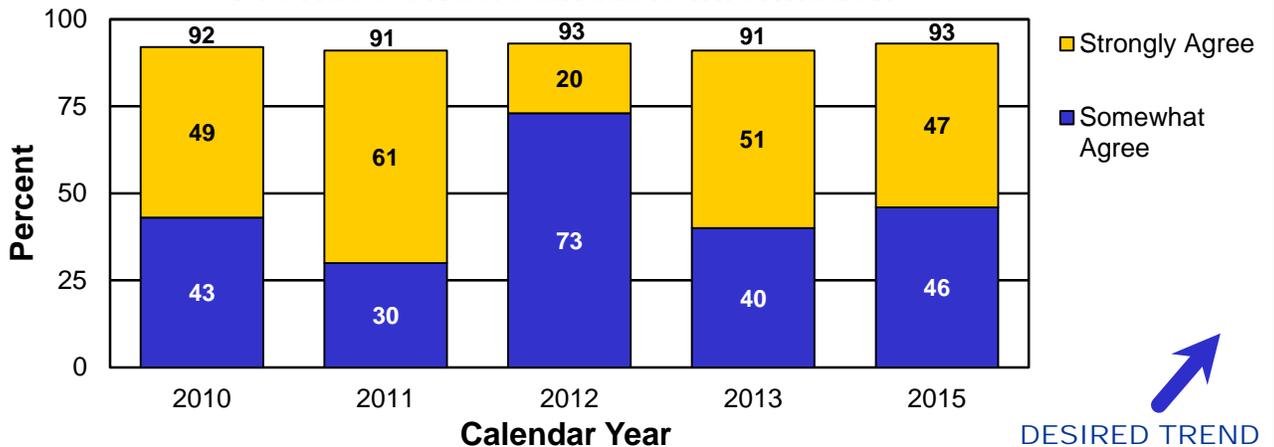
Percent of Customers Who Feel MoDOT Provides Timely Information



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.

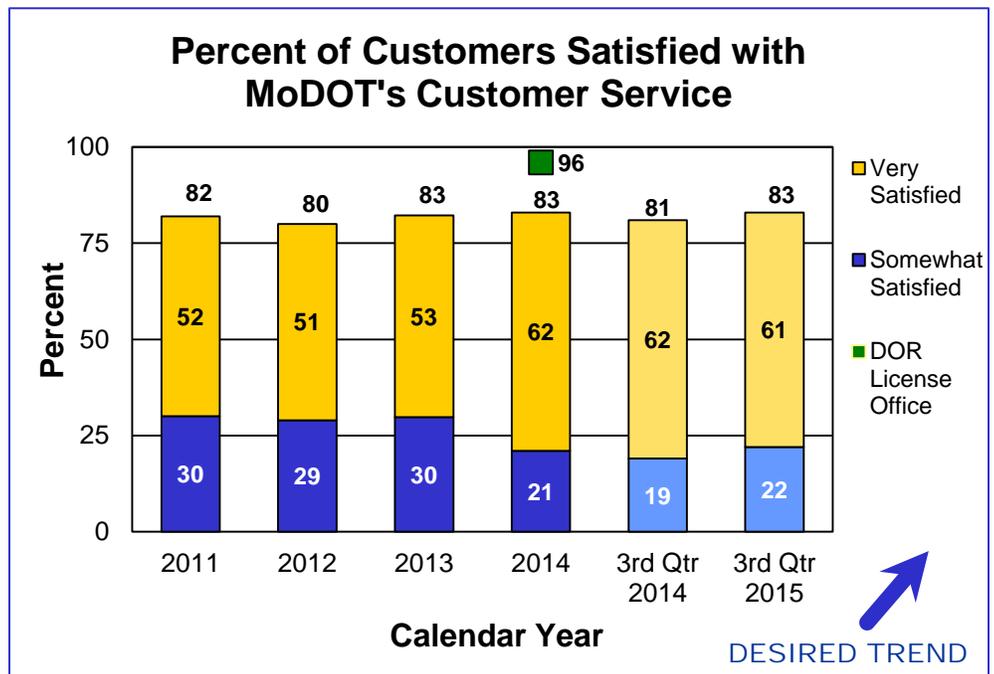
MEASUREMENT AND DATA COLLECTION:
Data for this measure comes from a monthly telephone and e-mail survey of 200 customers who contacted a MoDOT customer service center in the previous month. The customer contacts come from call reports logged into the customer service database. Survey participants are 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 of the overall results.

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

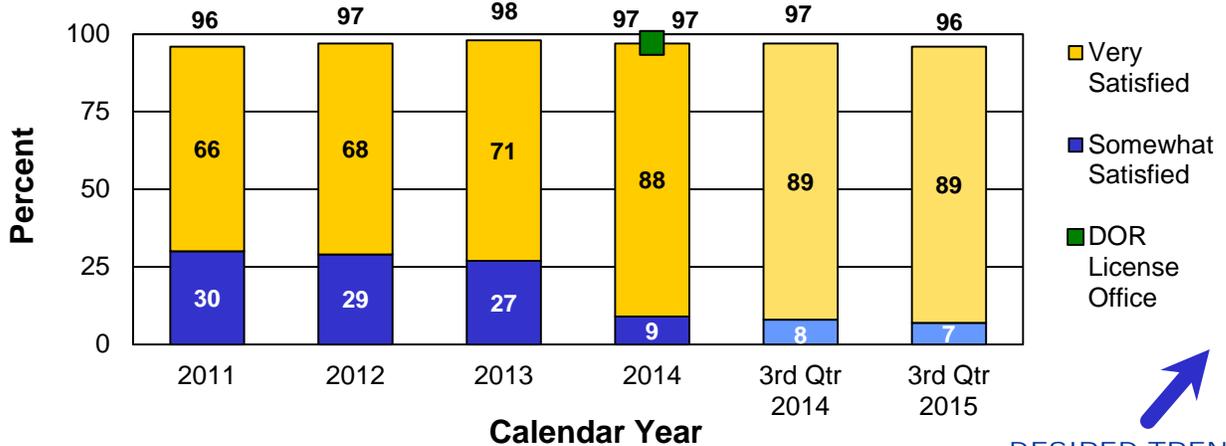
MoDOT actively seeks feedback from the people it serves. In 2012, MoDOT created a statewide call system and enhanced its online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since implementation, customer perceptions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

Overall, when compared to the third quarter of 2015 to the third quarter of 2014, most of the results remain relatively consistent. Customers surveyed indicated 83 percent satisfaction with MoDOT's customer service as compared to 81 percent in the same quarter of 2014. Customers who were satisfied with politeness of responses decreased slightly to 96 percent from 97 percent. Clarity of responses increased slightly from 86 percent to 87 percent. Satisfaction with responsiveness decreased from 90 percent to 87 percent. The average time to complete customer requests during this quarter increased from 1.8 to 2.1 days.

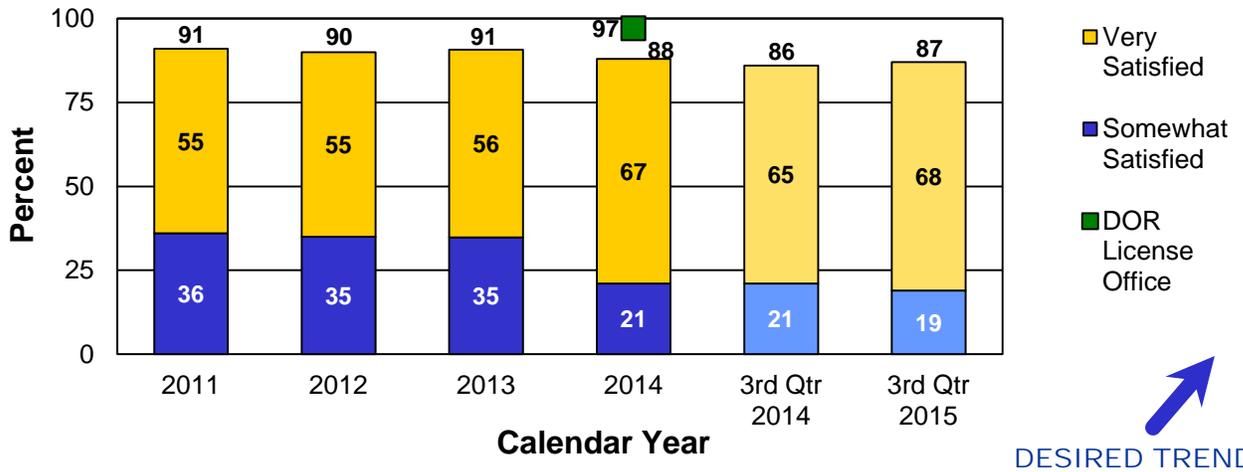


PROVIDE OUTSTANDING CUSTOMER SERVICE

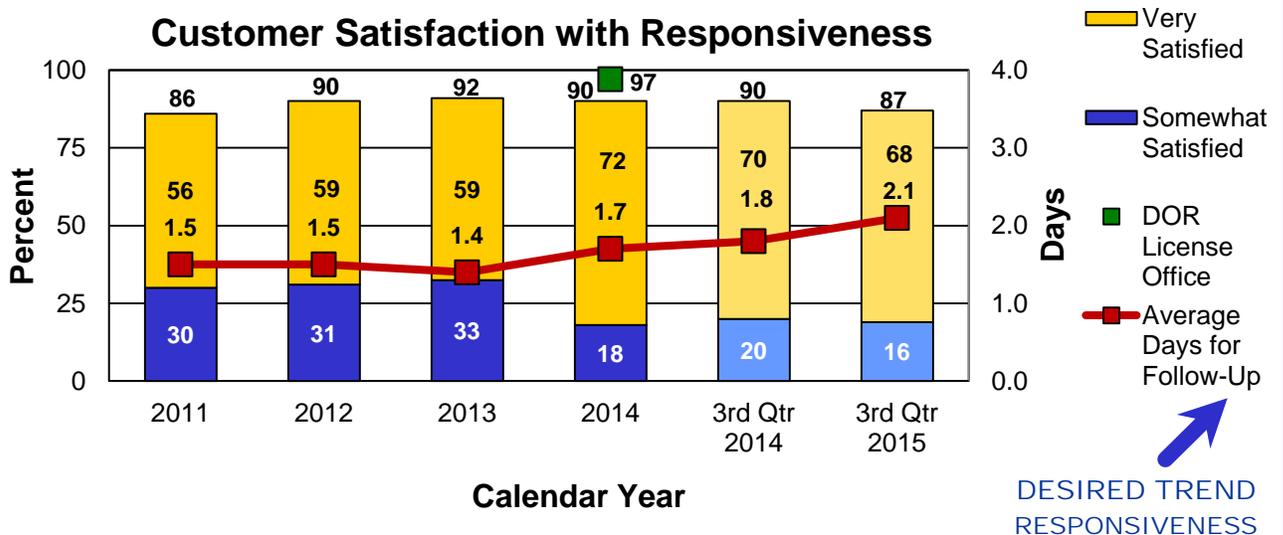
Customer Satisfaction with Politeness of Staff



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
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
his 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 first quarters of fiscal years 2015 and 2016, there was a growth of 40,676 followers on Facebook statewide and 22,887 additional followers to Twitter statewide. During the first quarter, the Facebook post with the highest reach, or highest viewership, was a DMS message reaching 1,975,033 people with 98,087 total likes and 22,970 total shares. The second most popular post was a humorous reminder to watch for deer which reached 1,127,879 people with 28,940 total likes and 14,182 total shares. Posts containing images and wording from the statewide DMS messages continue to cultivate the highest engagement for the accounts outside of weather related messaging.

MoDOT's websites had over 1,045,444 sessions in first quarter 2016. This was an increase of 171,744 over the first quarter 2015 sessions. In the last quarter, the top five pages on MoDOT's website were:

- Traveler Information Map
- MoDOT Homepage
- Job Listings
- Save MO Lives – Drive Sober Get Pulled Over
- St. Louis Road Construction Weekly Update

MoDOT videos on YouTube were viewed 115,448 times in the first quarter of 2016. The top videos viewed in the last quarter were:

- Tow Plow Action Missouri
- MoDOT Tow Plow in Action
- All About a Roundabout
- What Does A Diverging Diamond Interchange Look Like
- Flashing Yellow Traffic Lights
- What is a J-Turn

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