

RESULT DRIVER:
Fay Fleming
Communications Director

PROVIDE OUTSTANDING CUSTOMER SERVICE

Percent of overall customer satisfaction – 3a

MEASUREMENT DRIVER:

Sally Oxenhandler
District Communications Manager

PURPOSE OF THE MEASURE:

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

MEASUREMENT AND DATA COLLECTION:

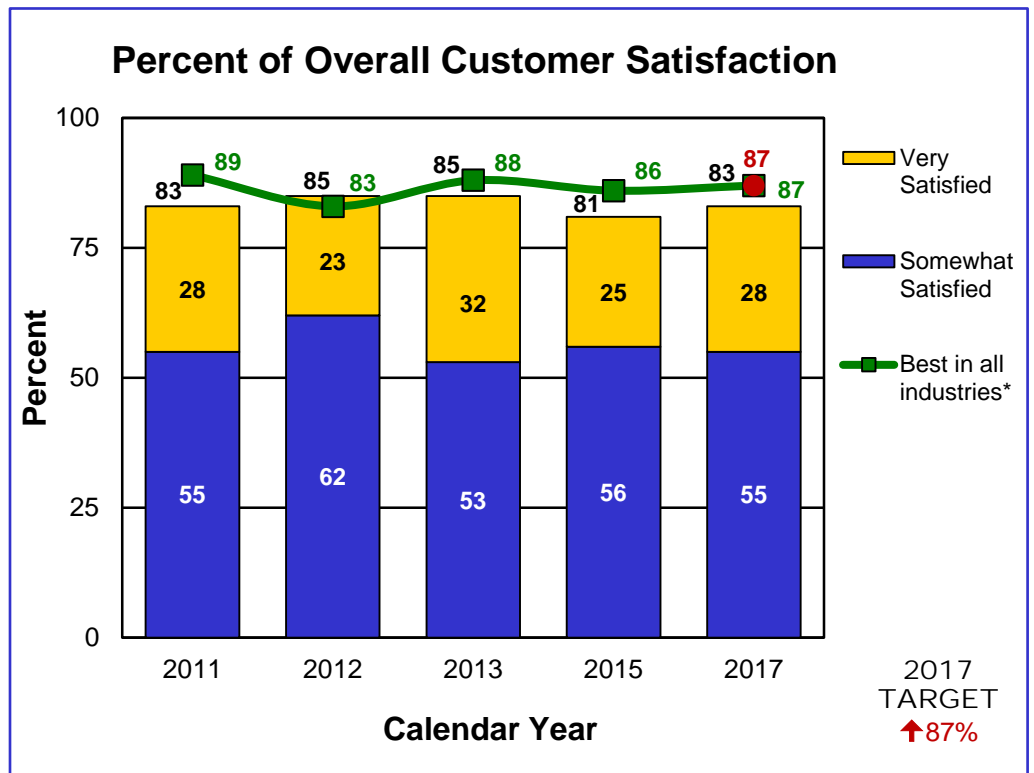
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. Benchmarking data is provided by the American Customer Satisfaction Index.

The target for this measure is updated annually in October for the next calendar year. The target for this measure was set by management directive.

Customer satisfaction with MoDOT continues to remain high. Eighty-three percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, up from 81 percent in 2015. In addition, those customers reporting they are very satisfied with MoDOT increased from 25 percent to 28 percent.

Data compiled by the American Customer Satisfaction Index in 2017 shows Chick-fil-A as having the highest customer satisfaction rate – 87 percent – out of the hundreds of companies and government agencies the ACSI scores.

As in 2015, the 2017 Report Card from Missourians shows that the condition of roads and bridges remains the most important transportation service to customers. The fact that Missourians' satisfaction with MoDOT's efforts to maintain roads and bridges increased in 2017 could explain the increase in overall customer satisfaction.



*2010-2011 – Lincoln Mercury, 2012 – Apple, Inc., 2013 – Mercedes Benz, 2015 – Chick-fil-A, 2017 – Chick-fil-A

RESULT DRIVER:
Fay Fleming
Communications Director

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

MEASUREMENT DRIVER:
Gregg Ochoa
Senior Communications Specialist

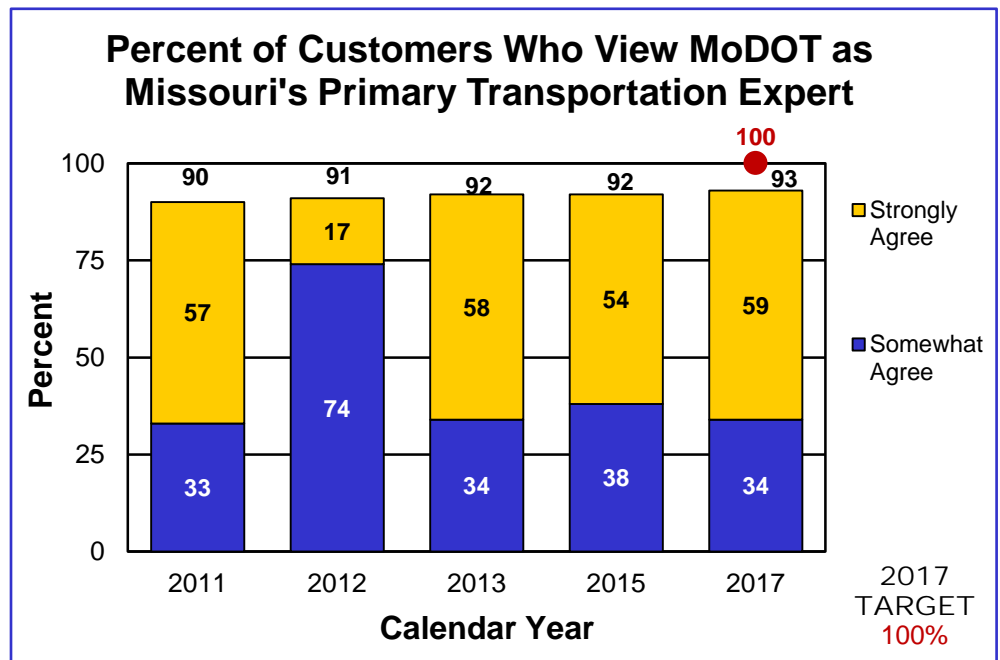
PURPOSE OF THE MEASURE:
This measure tracks the percent of customers who view MoDOT as a leader and expert in transportation issues. The measure shows how effectively MoDOT conveys its expertise to the traveling public.

MEASUREMENT AND DATA COLLECTION:
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. The target for this measure is updated annually in October for the next calendar year. This target is established by projecting a 10 percent improvement over a five-year average.

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 2017 survey shows an overwhelming majority of customers perceive the department as Missouri's transportation expert. Ninety-three percent of those surveyed agreed MoDOT serves this role, a percentage the department has consistently maintained since 2009. Of the 93 percent, 59 percent of respondents "strongly agreed" and 34 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, elected officials and transportation-related groups and organizations in order to deliver the very best possible transportation system with the resources available.



RESULT DRIVER:
Fay Fleming
Communications Director

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

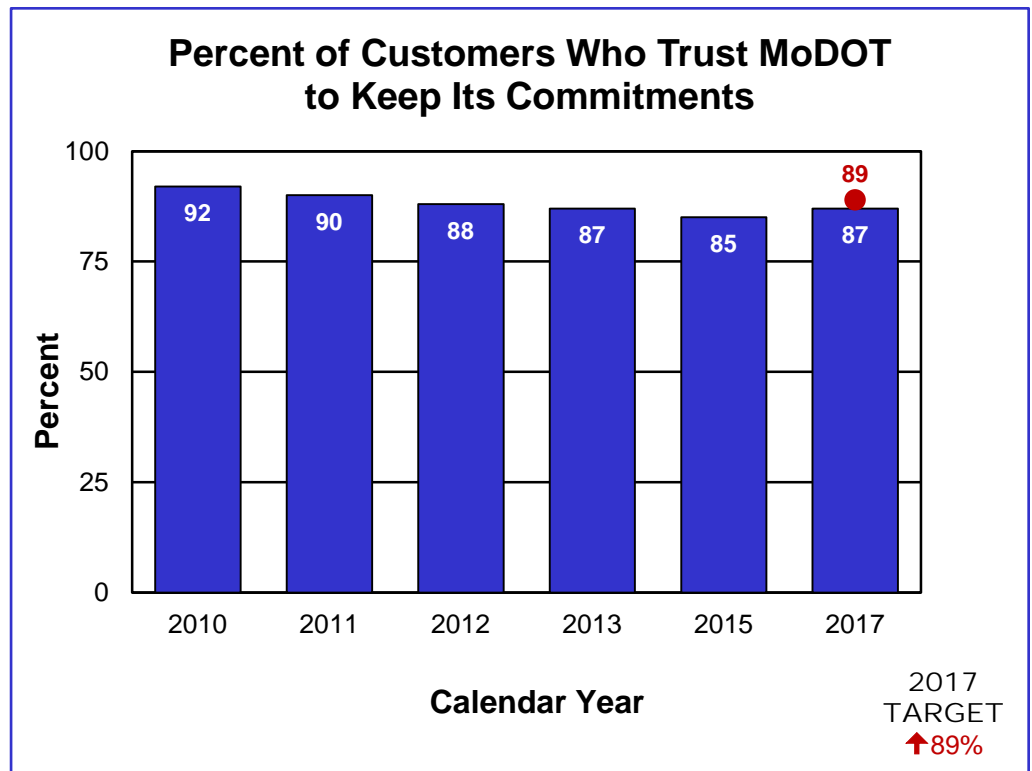
MEASUREMENT DRIVER:
Markl Johnson
Senior Communications Specialist

Gaining and keeping the public's trust is critical to MoDOT's overall success. The best way MoDOT can accomplish this is to deliver on the commitments it makes.

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.

The 2017 survey results indicated 87 percent of the residents trust MoDOT to keep its commitments to the public compared to 85 percent in the previous survey. Although this is only a 2 percent increase, it puts us back up to where MoDOT was in 2013.

MEASUREMENT AND DATA COLLECTION:
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. The target for this measure is updated annually in October for the next calendar year. The target for this measure was set by management directive.



RESULT DRIVER:
Fay Fleming
Communications Director

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 news 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 the department meets customers' high expectations.

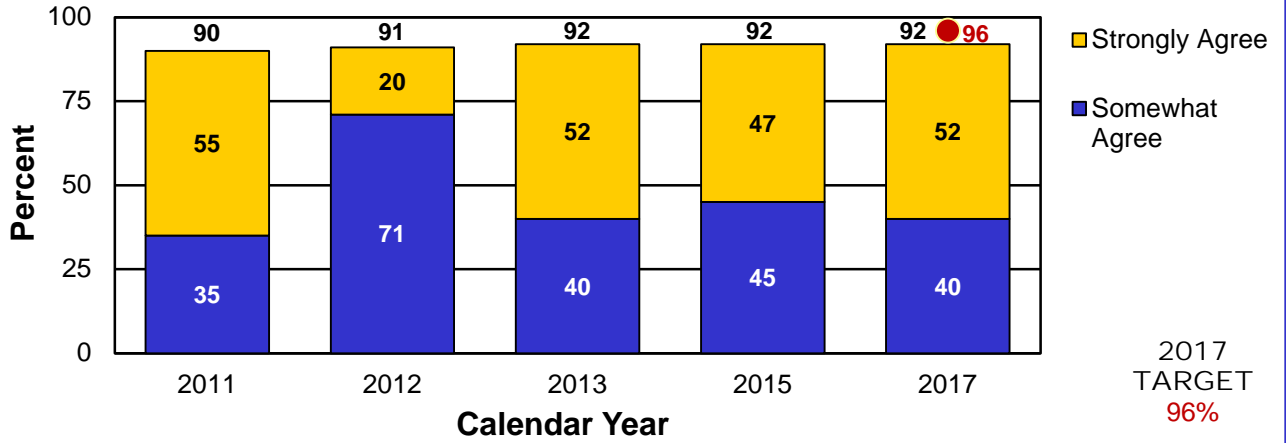
MEASUREMENT AND DATA COLLECTION:

Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. The target for this measure is updated annually in October for the next calendar year. The target for this measure was set by management directive.

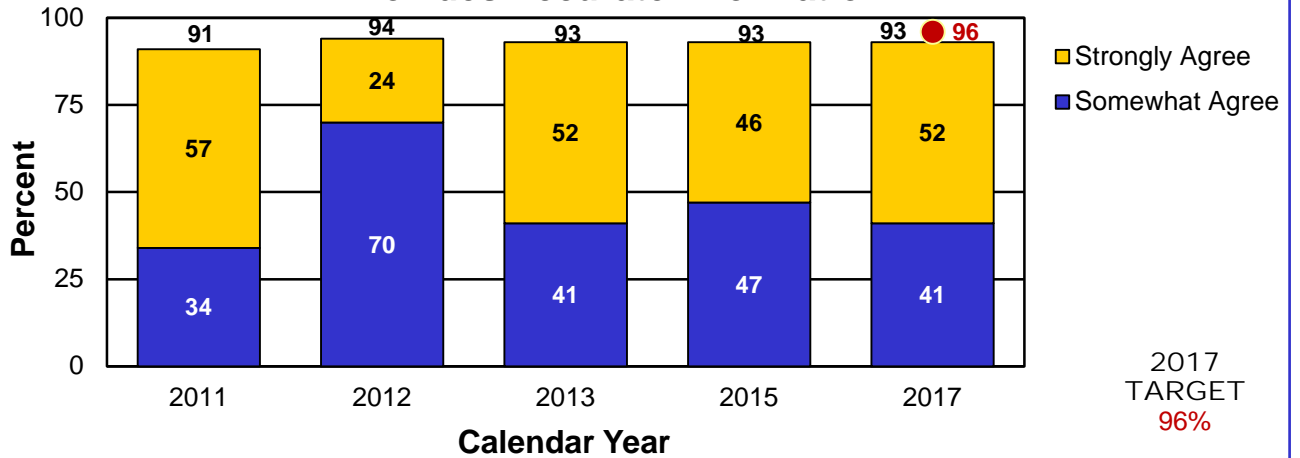


PROVIDE OUTSTANDING CUSTOMER SERVICE

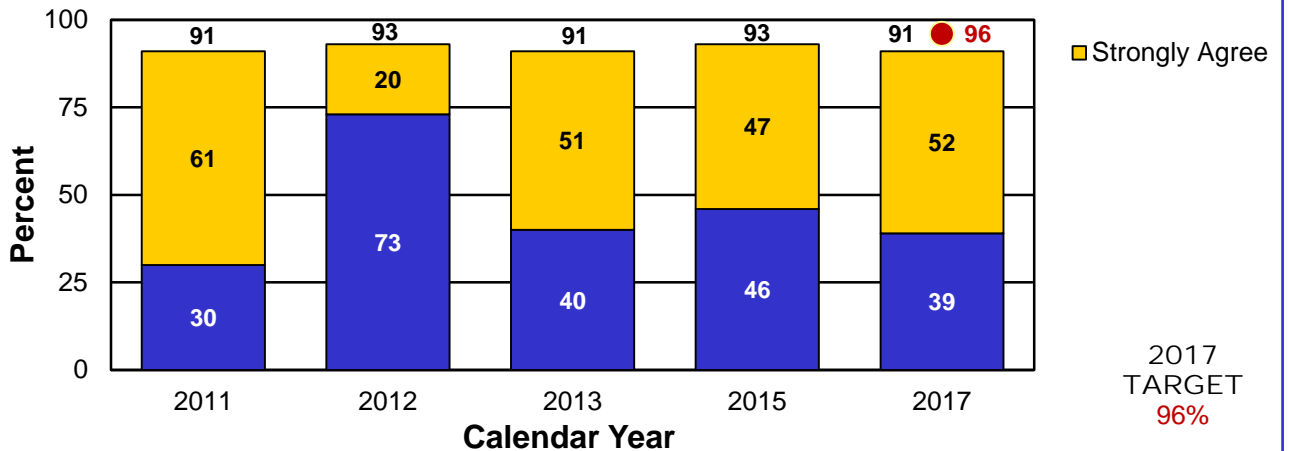
Percent of Customers Who Feel MoDOT Provides Timely Information



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



RESULT DRIVER:
Fay Fleming
Communications Director

MEASUREMENT DRIVER:
Tammy Wallace
Senior Communications 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:
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.

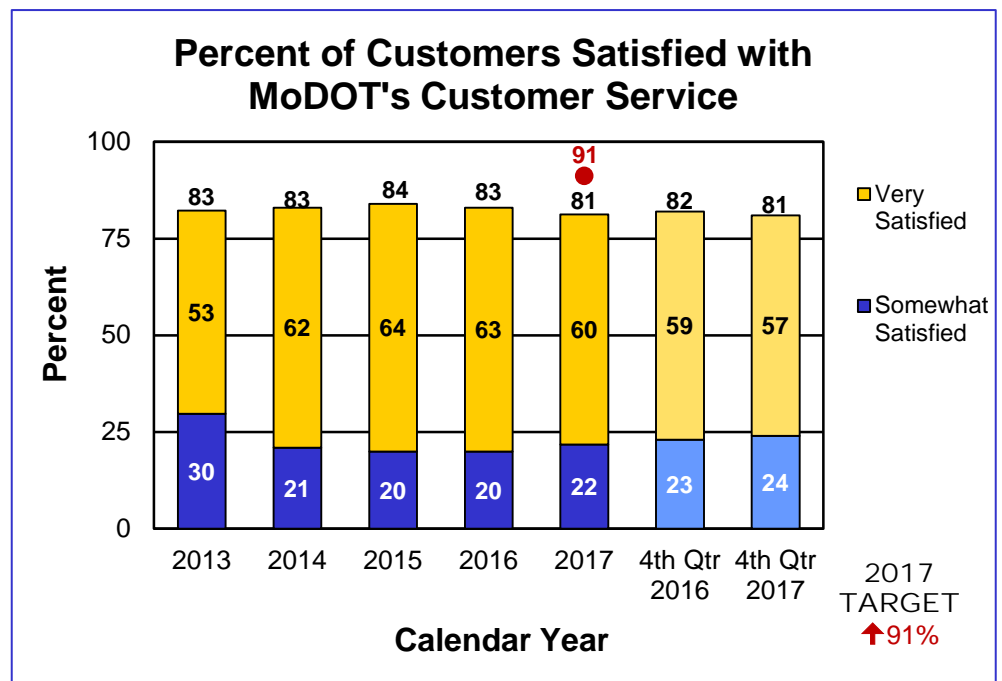
The target for this measure is updated quarterly. This target is established by projecting a 10 percent improvement over a five-year average.

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

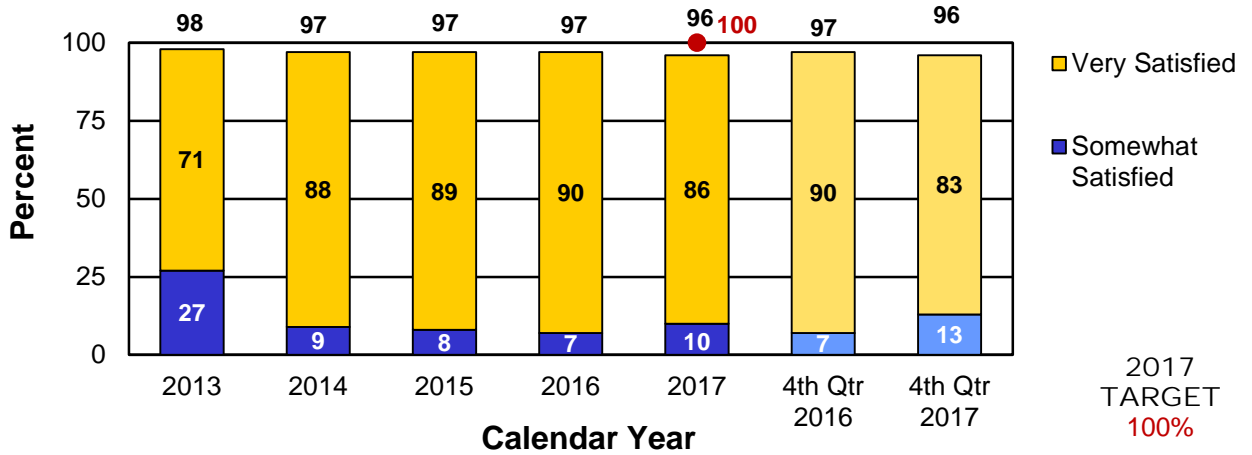
MoDOT actively seeks feedback from the customers it serves. MoDOT uses a statewide call system and an enhanced online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since its implementation, customer perceptions of MoDOT's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

There was slight movement in numbers comparing fourth quarter 2016 to fourth quarter 2017. Overall customer satisfaction was down slightly from 82 to 81 percent. Politeness of response was also down slightly from 97 to 96 percent. Customers satisfied with the clarity of the response remained the same at 86 percent, as did the time to respond at 87 percent. The average time to complete customer requests was two days, the same as the fourth quarter last year. For the year, overall customer satisfaction was down from 83 percent in 2016 to 81 percent, which is 10 percent below the 2017 target.

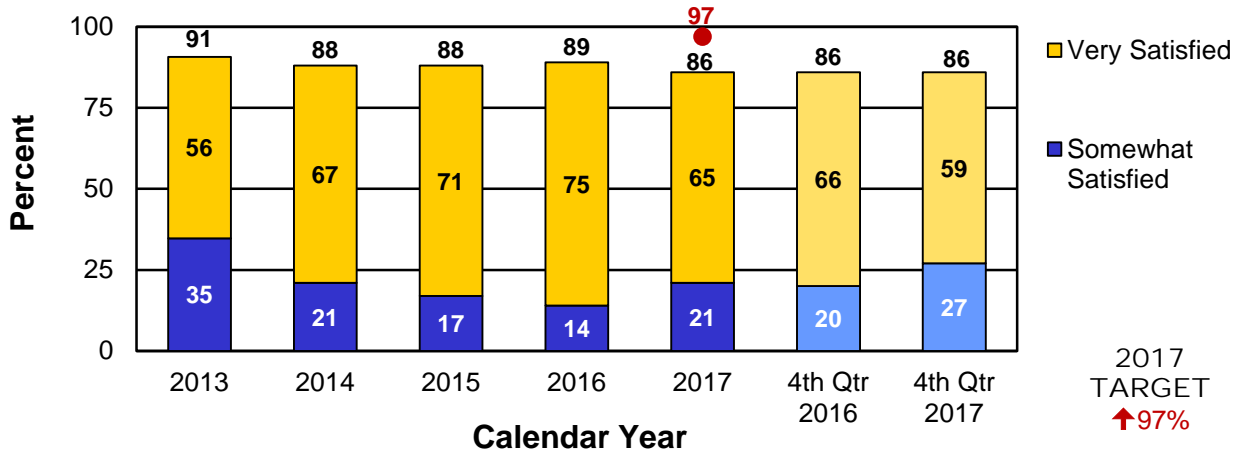


PROVIDE OUTSTANDING CUSTOMER SERVICE

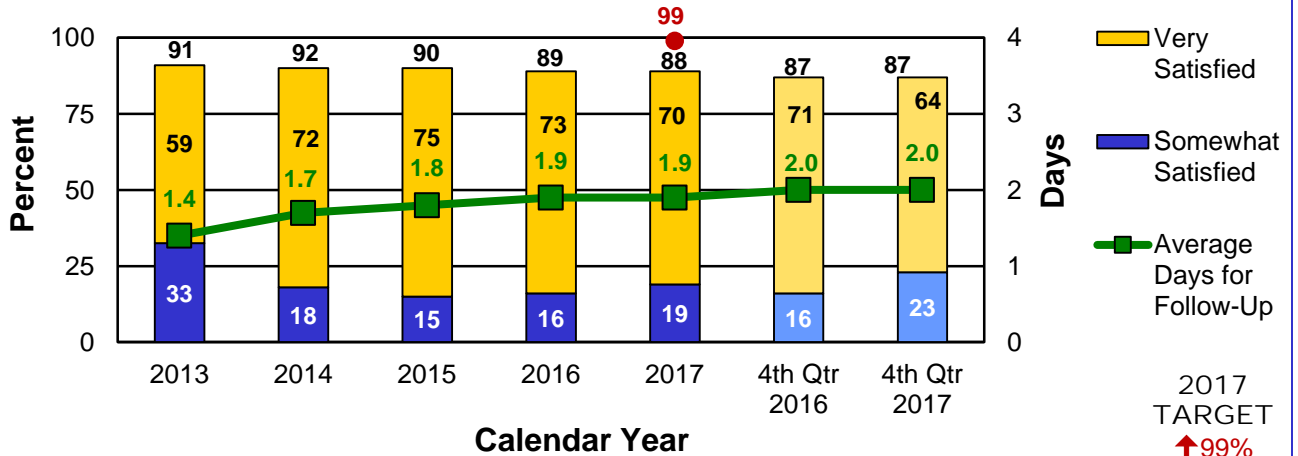
Customer Satisfaction with Politeness of Staff



Customer Satisfaction with Clarity of Response



Customer Satisfaction with Responsiveness



RESULT DRIVER:
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Customer communication engagement – 3f

MEASUREMENT
DRIVER:
Chris Kelly
Communications Manager

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. The target
for this measure is updated
quarterly. This target is
established by projecting a 7
percent improvement over the
same quarter in the previous
year.

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 second quarters of fiscal years 2017 and 2018, there was a growth of 64,716 followers on Facebook statewide and 23,263 to Twitter statewide.

During the second quarter of FY 2018, the most popular social media post on the statewide Facebook page was a graphic alerting drivers of the increased presence of deer near roadways. The post reached 97,816 people with 4,059 engagements including post clicks, shares, comments and reactions.

MoDOT websites trended slightly downward when making yearly comparisons with 902,392 sessions on MoDOT websites during the second quarter of FY 2018 compared to 1.6 million in the second quarter of FY 2017. The slow start to the winter season is believed to be responsible for the decrease in numbers when compared to this time last year.

The top five pages on MoDOT's website for this quarter were:

- Traveler Information Map – 361,545
- KC Scout Homepage – 143,220
- MoDOT Homepage – 137,635
- Job Listings – 50,007
- Open Letting Information – 27,691

MoDOT videos on YouTube were viewed 624,917 times in the second quarter of FY 2018. Numbers now include views through SaveMOLives YouTube account. Lower numbers account for not having as many SaveMoLives campaigns running compared to last quarter. The top five videos viewed in the last quarter were:

- MoDOT Holiday Impaired 2017
- Tow Plow Action
- MoDOT Operation Safe Driver
- MoDOT Tow Plow in Action
- Buckle Up Phone Down – Destination Safe

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