

**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:**

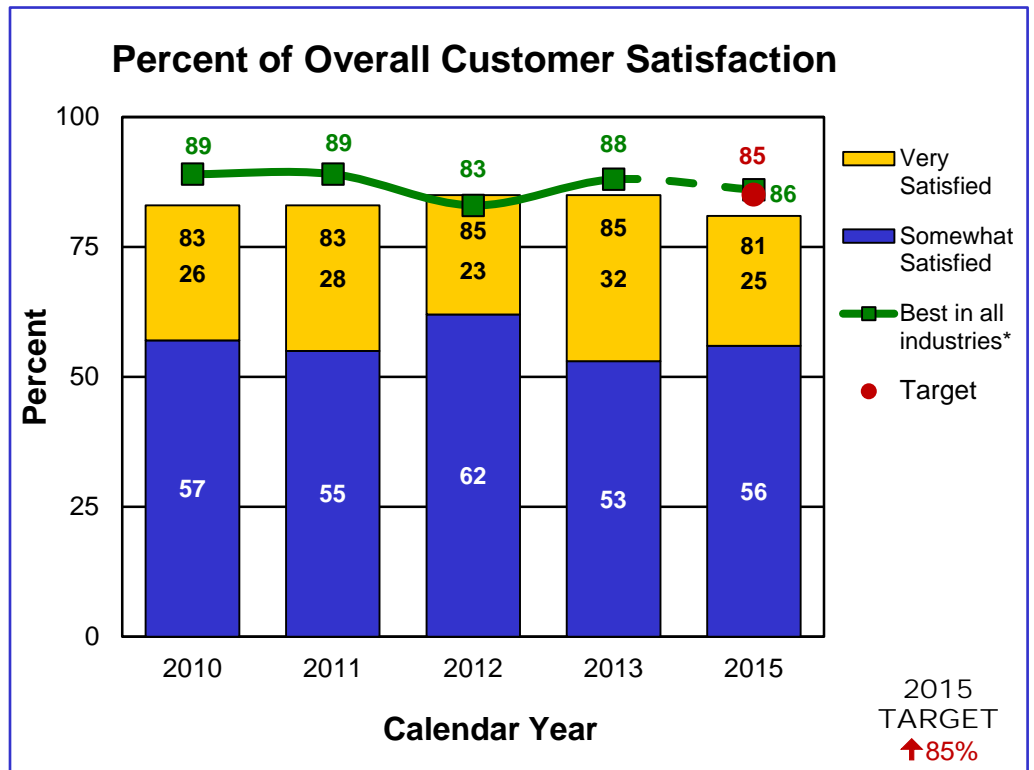
This measure tracks MoDOT's progress toward the mission of delighting its customers.

**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 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 Missouri's 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

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## PROVIDE OUTSTANDING CUSTOMER SERVICE

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

MEASUREMENT  
DRIVER:  
Gregg Ochoa  
Senior Communications  
Specialist

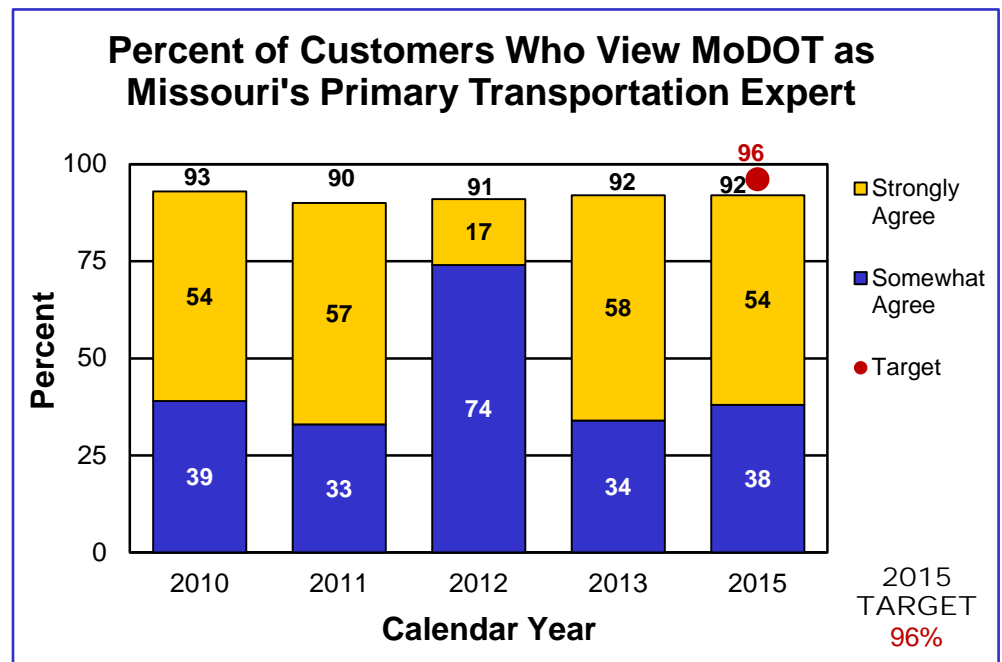
PURPOSE OF  
THE MEASURE:  
This measure tracks the  
percent of customers who view  
MoDOT as a leader and expert  
in transportation issues. The  
measure shows how effectively  
MoDOT conveys its expertise  
to the traveling public.

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

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.



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## PROVIDE OUTSTANDING CUSTOMER SERVICE

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

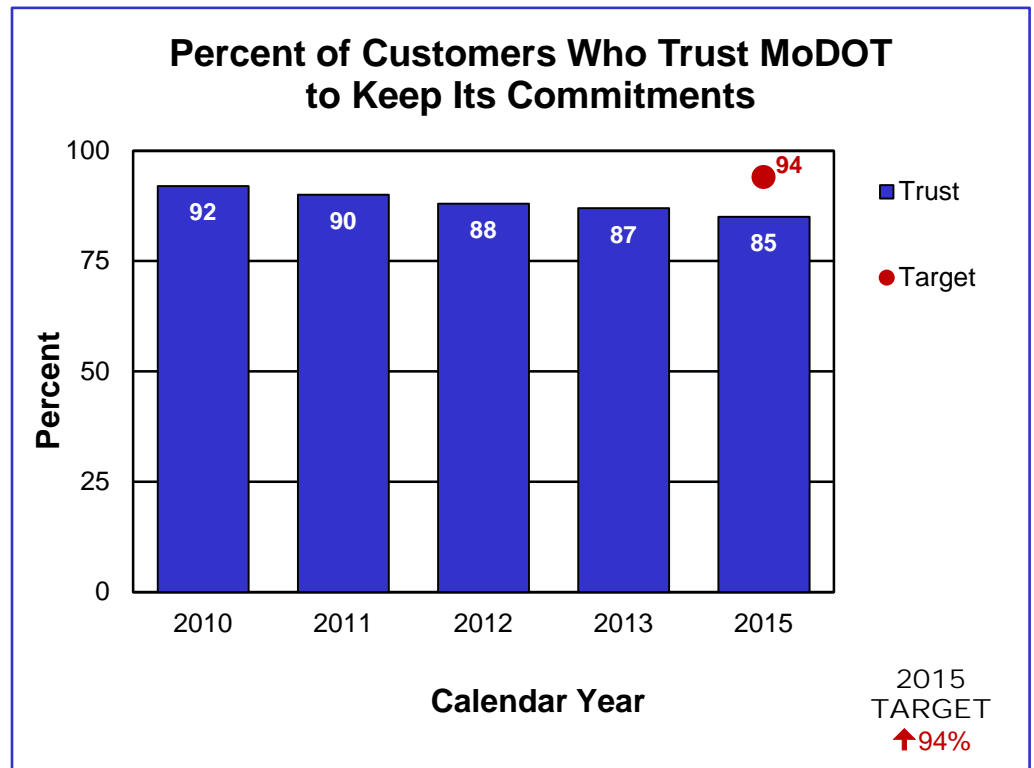
**MEASUREMENT DRIVER:**  
Markl Johnson  
Senior Communications Specialist

**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 biennial, 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.



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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.

### MEASUREMENT AND DATA COLLECTION:

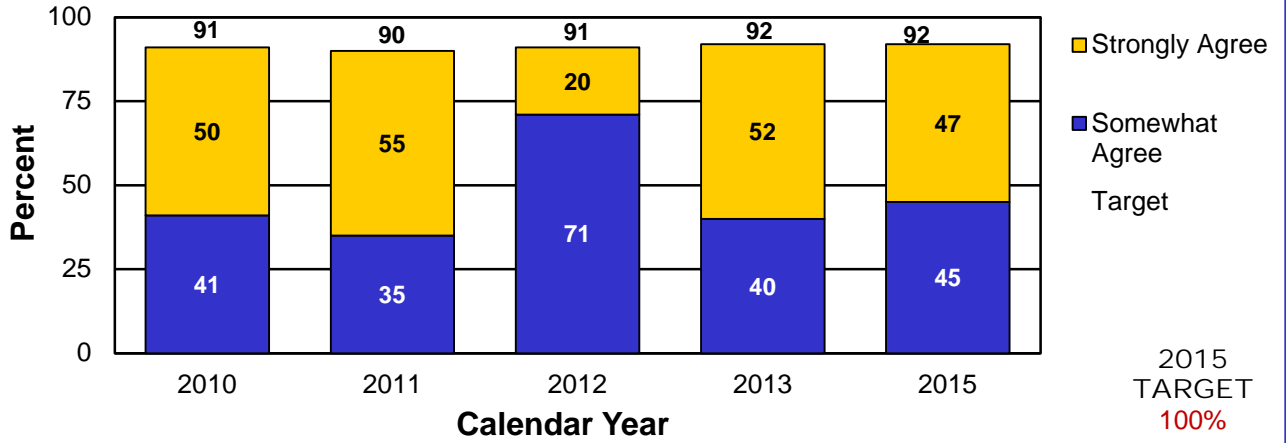
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

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 customers' high expectations.

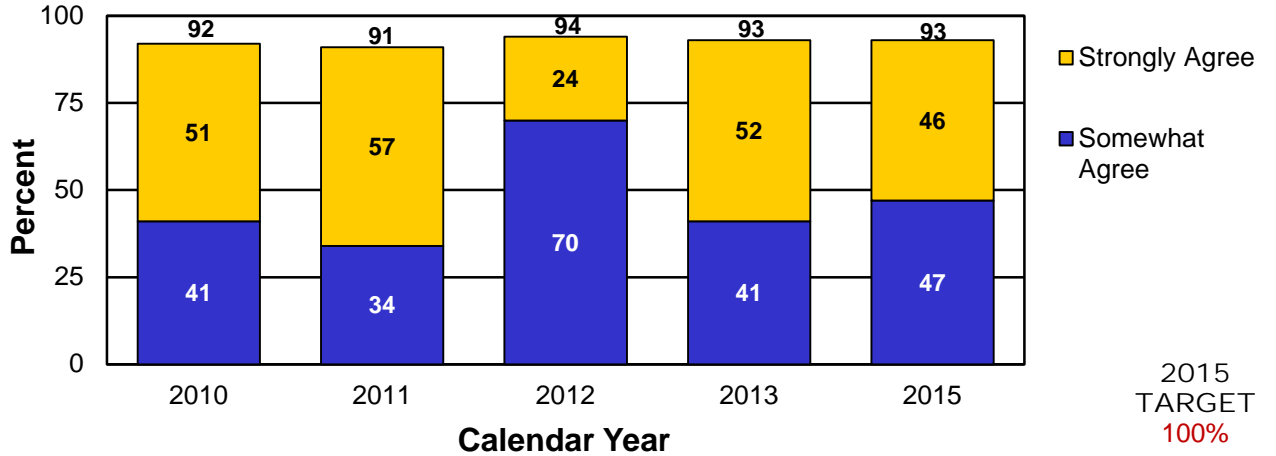


# PROVIDE OUTSTANDING CUSTOMER SERVICE

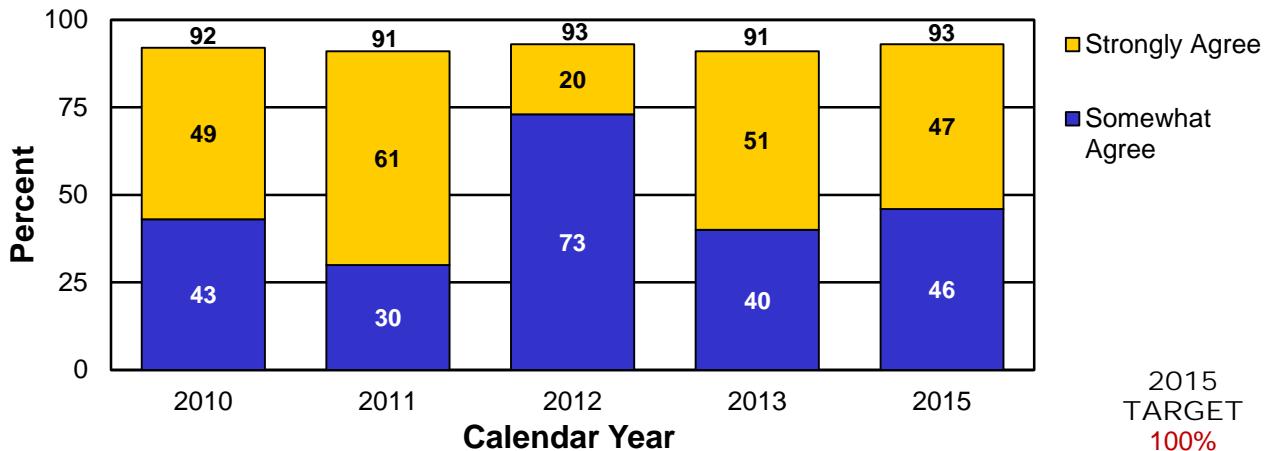
## Percent of Customers Who Feel MoDOT Provides Timely Information



## Percent of Customers Who Feel MoDOT Provides Accurate Information



## Percent of Customers Who Feel MoDOT Provides Understandable Information



**RESULT DRIVER:**  
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## PROVIDE OUTSTANDING CUSTOMER SERVICE

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

#### MEASUREMENT DRIVER:

Patrick Wood  
Intermediate Communications Specialist

#### PURPOSE OF THE MEASURE:

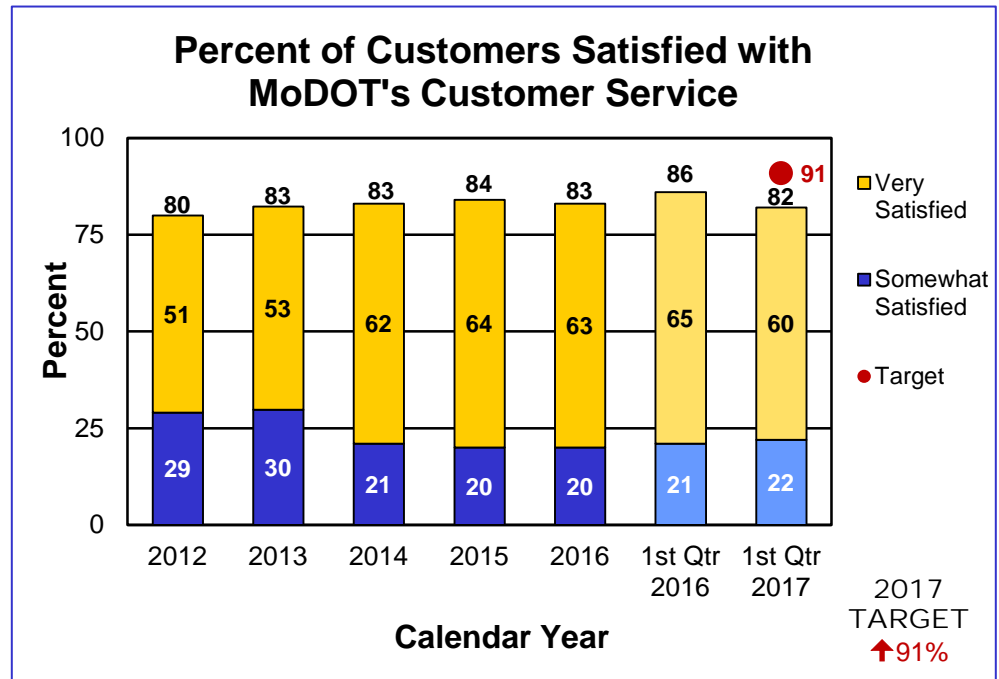
This measure shows how satisfied customers who contact MoDOT are with the politeness, clarity and responsiveness they receive.

#### 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.

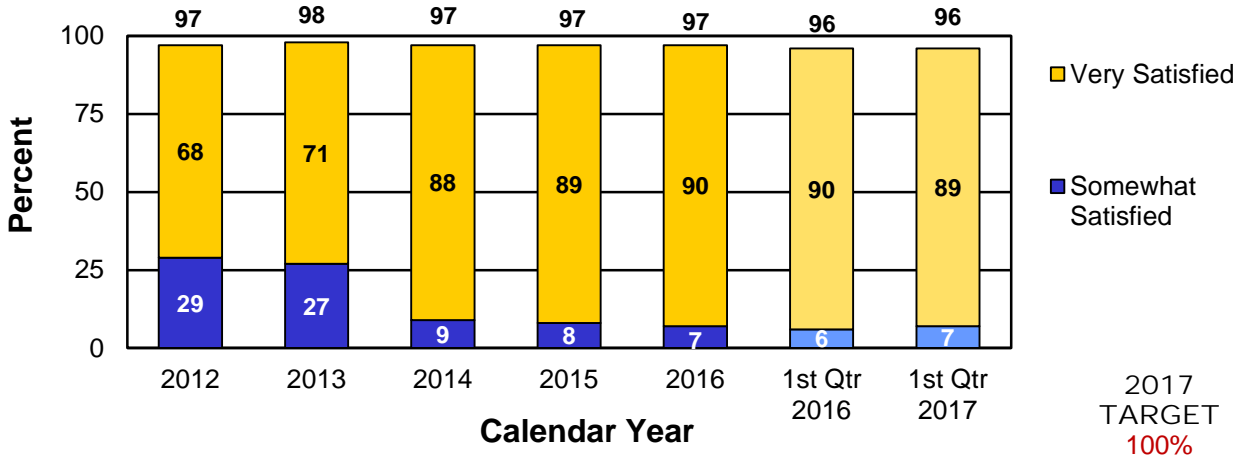
MoDOT actively seeks feedback from the customers it serves. In 2012, MoDOT created a statewide call system and enhanced its online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since implementation, customer perceptions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

Slight decreases occurred in all categories except politeness when comparing first quarter responses of 2017 with first quarter of 2016. Overall customer satisfaction decreased to 82 percent from 86 percent. Customers who were satisfied with politeness of responses remained at 96 percent. Clarity of responses decreased from 88 percent to 87 percent. Satisfaction with responsiveness decreased from 92 percent to 88 percent. The average time to complete customer requests during this quarter was 1.8 days compared to 1.9 days during the same quarter one year ago.

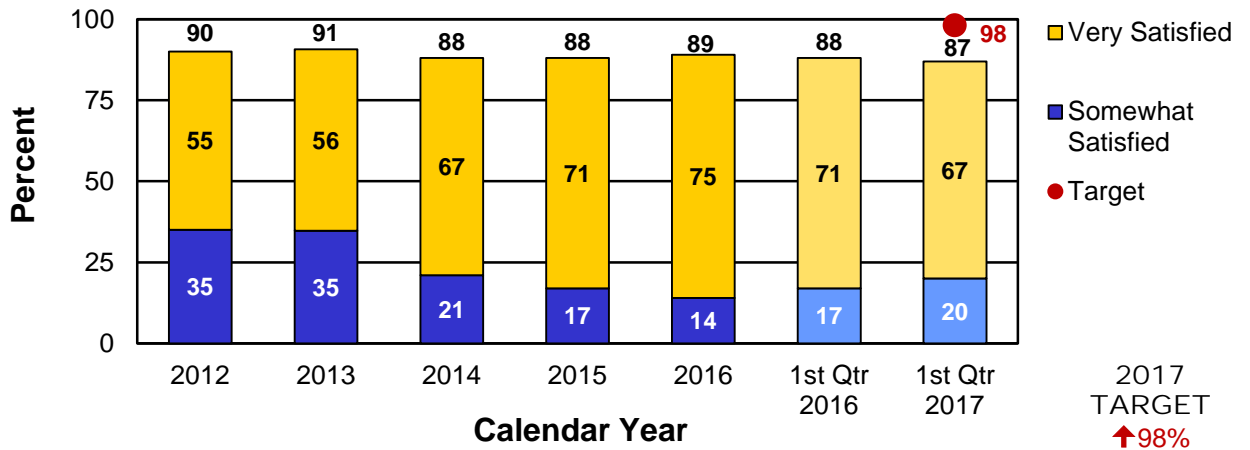


# PROVIDE OUTSTANDING CUSTOMER SERVICE

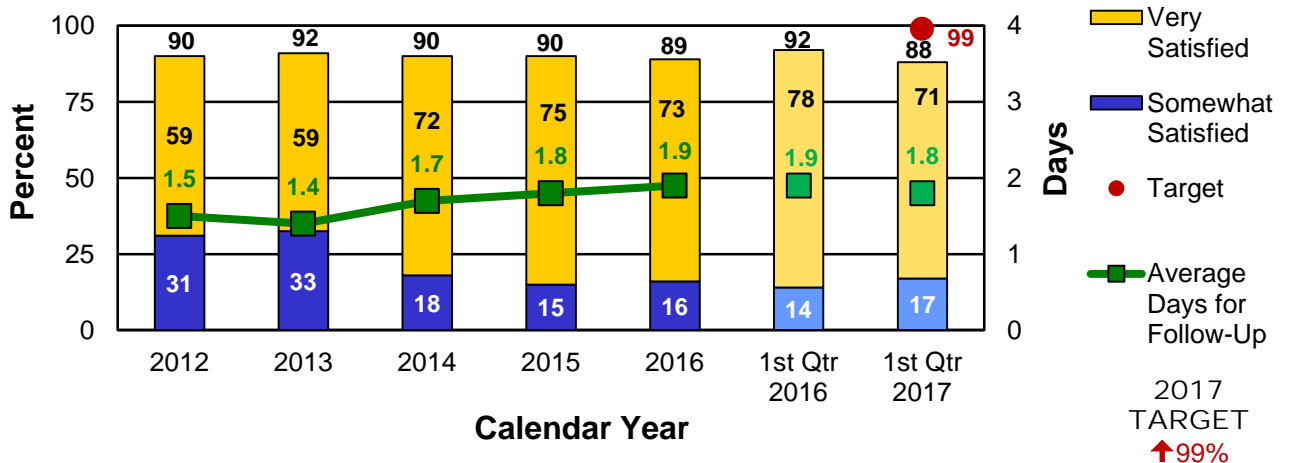
## Customer Satisfaction with Politeness of Staff



## Customer Satisfaction with Clarity of Response



## Customer Satisfaction with Responsiveness



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## 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 third quarters of fiscal years 2016 and 2017, there was a growth of 57,176 followers on Facebook statewide and 25,023 additional followers to Twitter statewide. During the third quarter of FY 2017, the most popular post was a winter weather advisory advising for reduced travel. The post reached 778,046 people with 112,400 engagements including post clicks, shares, comments and reactions.

MoDOT websites trended downward when making yearly comparisons as there were 1,833,746 sessions on MoDOT websites during the third quarter of FY 2017 compared to 1,942,903 in the third quarter of FY 2016.

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

- Traveler Information Map – 871,023
- KC Scout Homepage – 287,158
- MoDOT Homepage – 279,268
- Jan. 11 Winter Weather Advisory – 132,242
- Job Listings – 74,458

MoDOT videos on YouTube were viewed 1,111,208 times in the third quarter of FY 2017. The top five videos viewed in the last quarter were:

- Tow Plow Action Missouri
- MoDOT Teen Safety Belt March 2017
- MoDOT March Madness Impaired 2017
- Liam's Story
- Snow Tow Plows in Action



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