



PROVIDE OUTSTANDING CUSTOMER SERVICE

Tom Blair, St. Louis 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:

Tom Blair
District Engineer

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.

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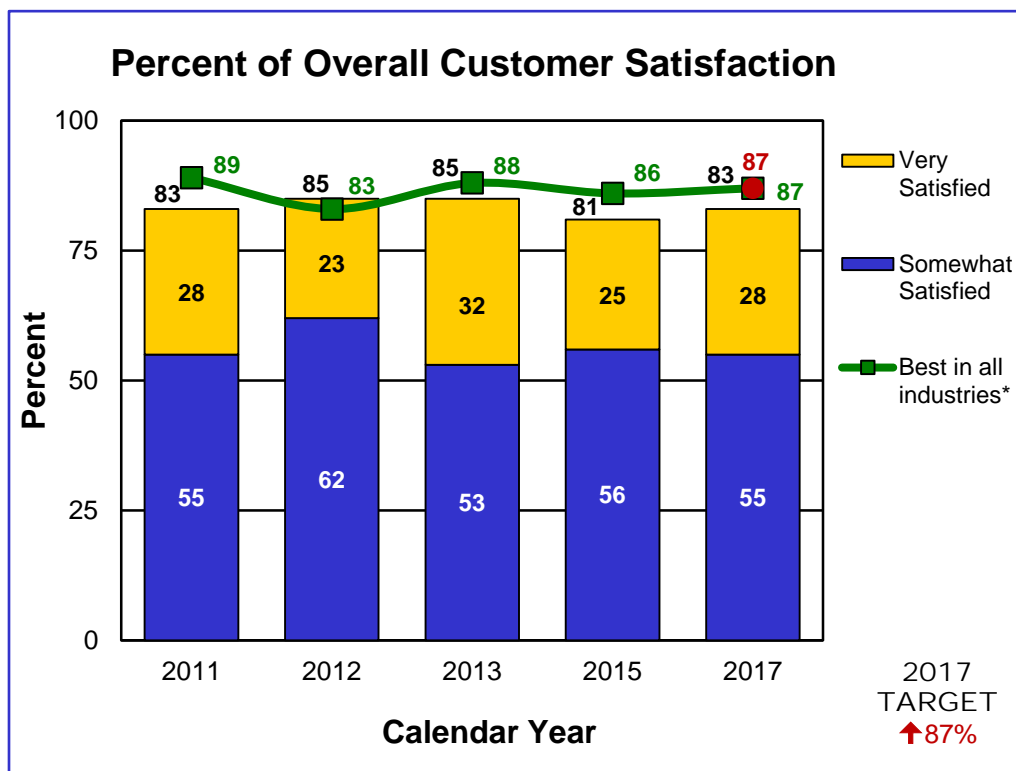
Percent of overall customer satisfaction – 3a

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.

This measure is linked to the Improve Communications strategy included in the Sharpening Our Strategic Vision initiative. We have identified the Citizens Guide to Transportation Funding, the new department website and a better Traveler Information Map as efforts to measure our progress.



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

RESULT DRIVER:

Tom Blair
District Engineer

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.

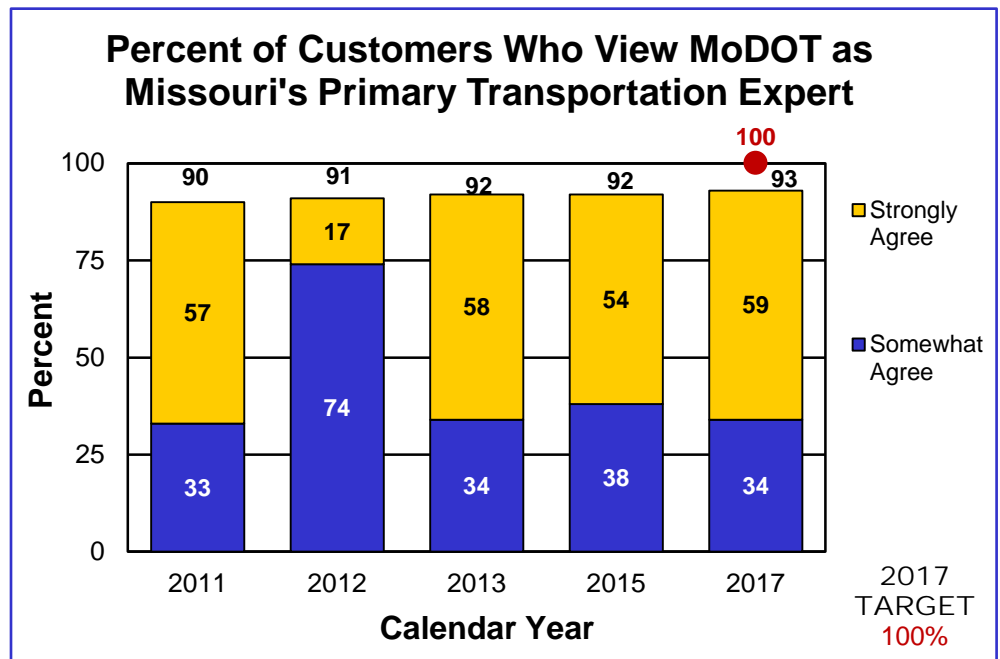
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Percent of customers who view MoDOT as Missouri's transportation expert – 3b

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 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:

Tom Blair
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

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.

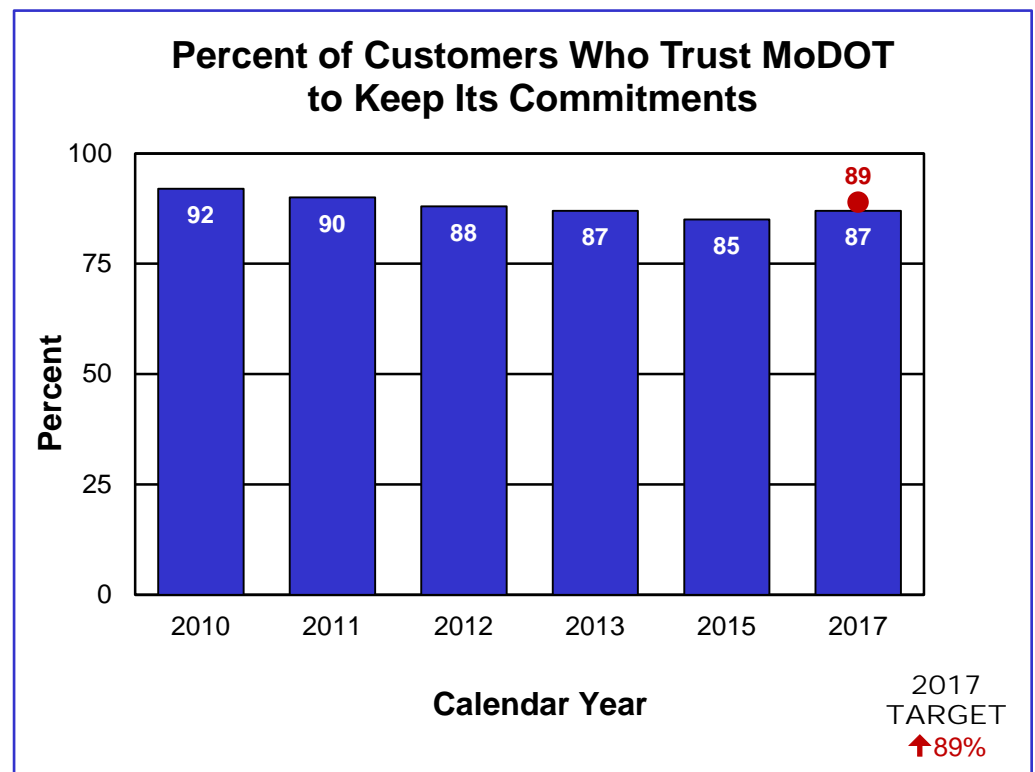
MEASUREMENT AND DATA COLLECTION:

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

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

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.

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.



RESULT DRIVER:

Tom Blair
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.

MEASUREMENT AND DATA COLLECTION:

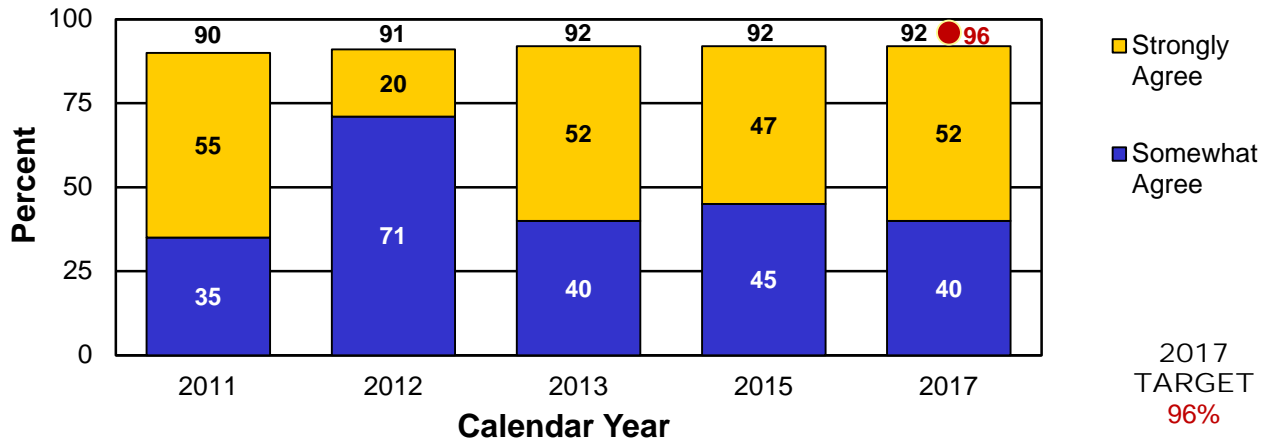
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. The target for this measure is updated annually in October for the next calendar year. The target for this measure was set by management directive.

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.

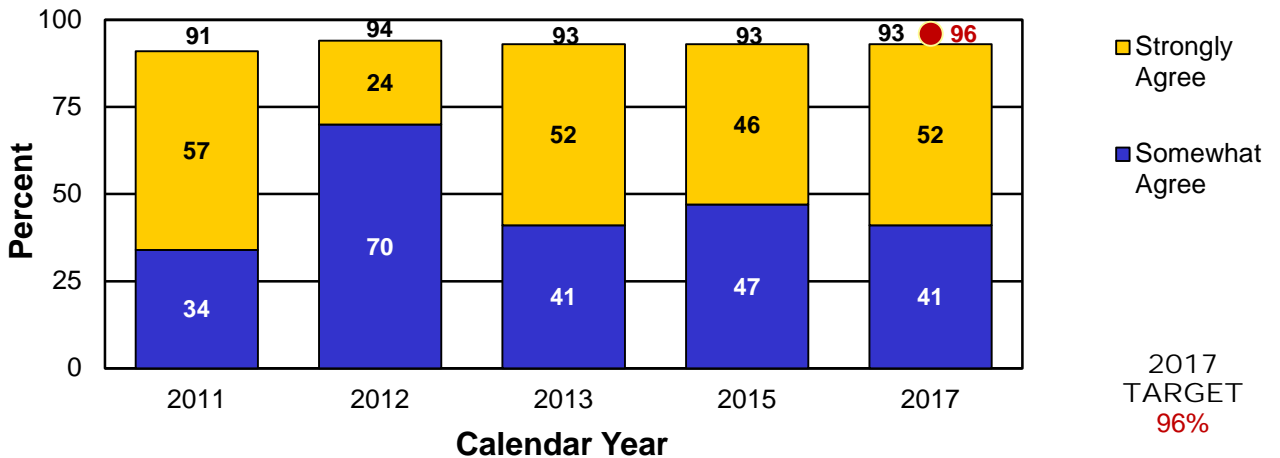


PROVIDE OUTSTANDING CUSTOMER SERVICE

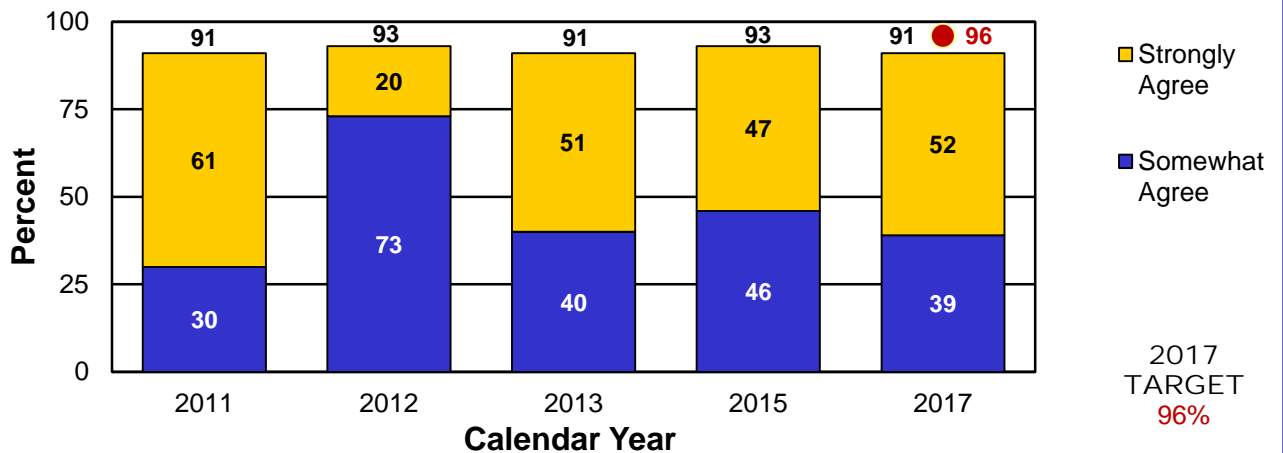
Percent of Customers Who Feel MoDOT Provides Timely Information



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



RESULT DRIVER:

Tom Blair
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

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:

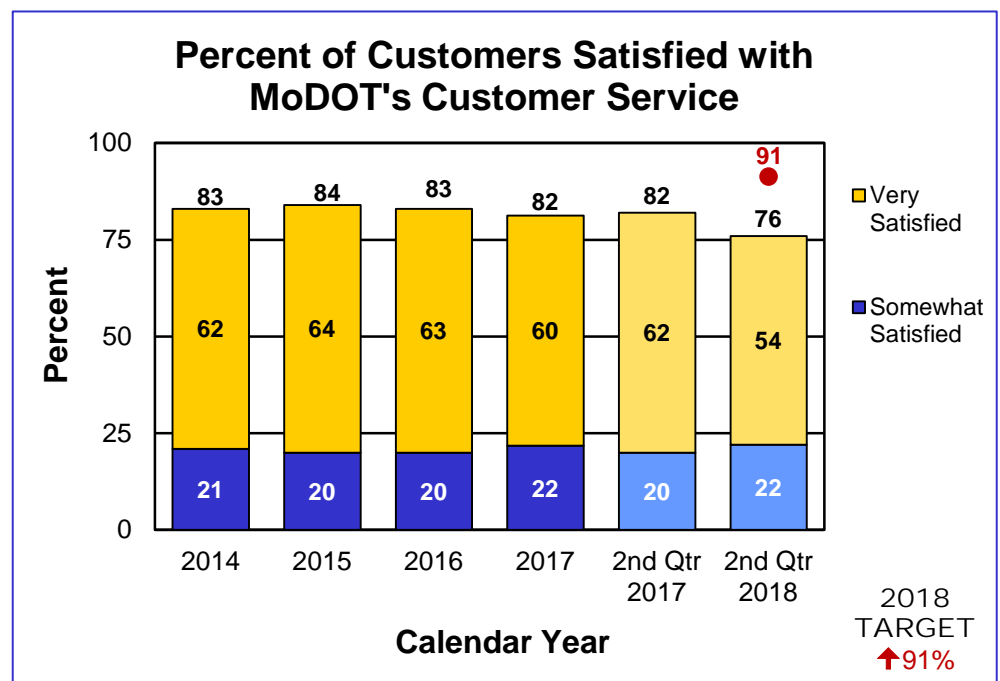
Data for this measure comes from a monthly telephone and email survey of 200 customers who contacted a MoDOT customer service center in the previous month. The customer contacts come from call reports logged into the customer service database. Survey participants are asked to respond on an agreement 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.

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.

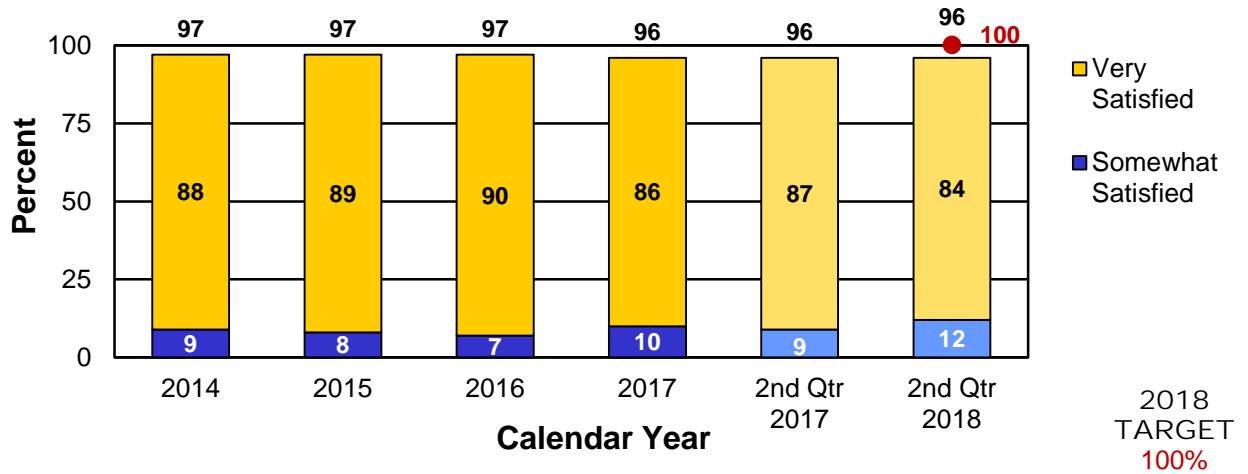
There was movement in the numbers comparing second quarter 2017 to second quarter 2018. Overall customer satisfaction decreased to 76 percent from 82 percent. Politeness of response remained the same at 96 percent. Customers who were satisfied with the clarity of the response they received was down from 87 percent to 83 percent and responsiveness was down from 90 percent to 86 percent.

The average time to complete customer requests was just under two days.

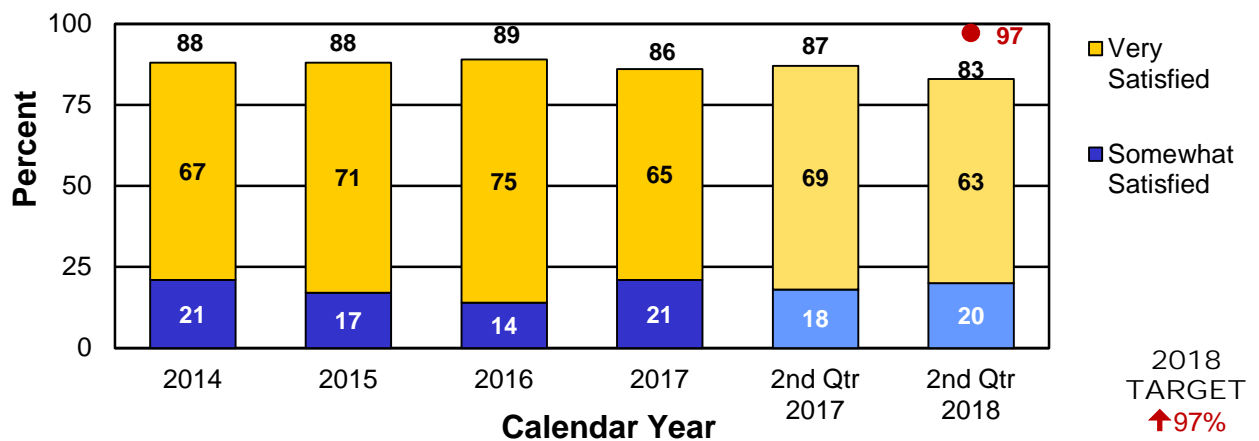


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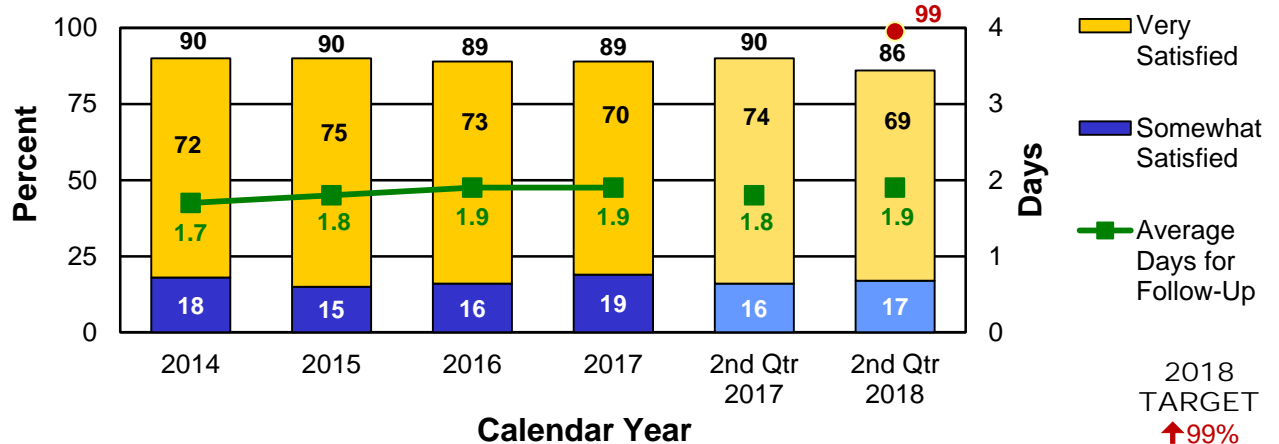
Customer Satisfaction with Politeness of Staff



Customer Satisfaction with Clarity of Response



Customer Satisfaction with Responsiveness



RESULT DRIVER:

Tom Blair
District Engineer

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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 interacts with its customers through social media networking websites and applications. MoDOT's social media accounts continue to attract followers. When comparing the fourth quarters of fiscal years 2017 and 2018, there was a growth of 26,093 followers on Facebook statewide and 18,192 to Twitter.

During the fourth quarter of FY 2018, MoDOT's most popular post on Facebook statewide alerted drivers of the complete closure of I-70 in the Kansas City area from June 8-11. The post reached 371,362 people with 8,542 engagements including post clicks, shares, comments and reactions.

MoDOT websites had 1,144,180 sessions during the fourth quarter of FY 2018, compared to 3,117,670 in the fourth quarter of FY 2017. The numbers from the fourth quarter of FY 2017 were skewed favorably due to flooding throughout the state, which closed a major interstate and likely pushed more customers to the website. Additionally, this quarter lacked any significant weather events that would draw users to MoDOT's websites.

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

- Traveler Information Map – 232,140
- KC Scout Homepage – 197,073
- MoDOT Homepage – 159,272
- Gateway Guide Homepage – 46,260
- Job Listings – 36,077

MoDOT videos on YouTube were viewed 1,629,578 times in the fourth quarter of FY 2018. Numbers now include views through SaveMOLives YouTube account.

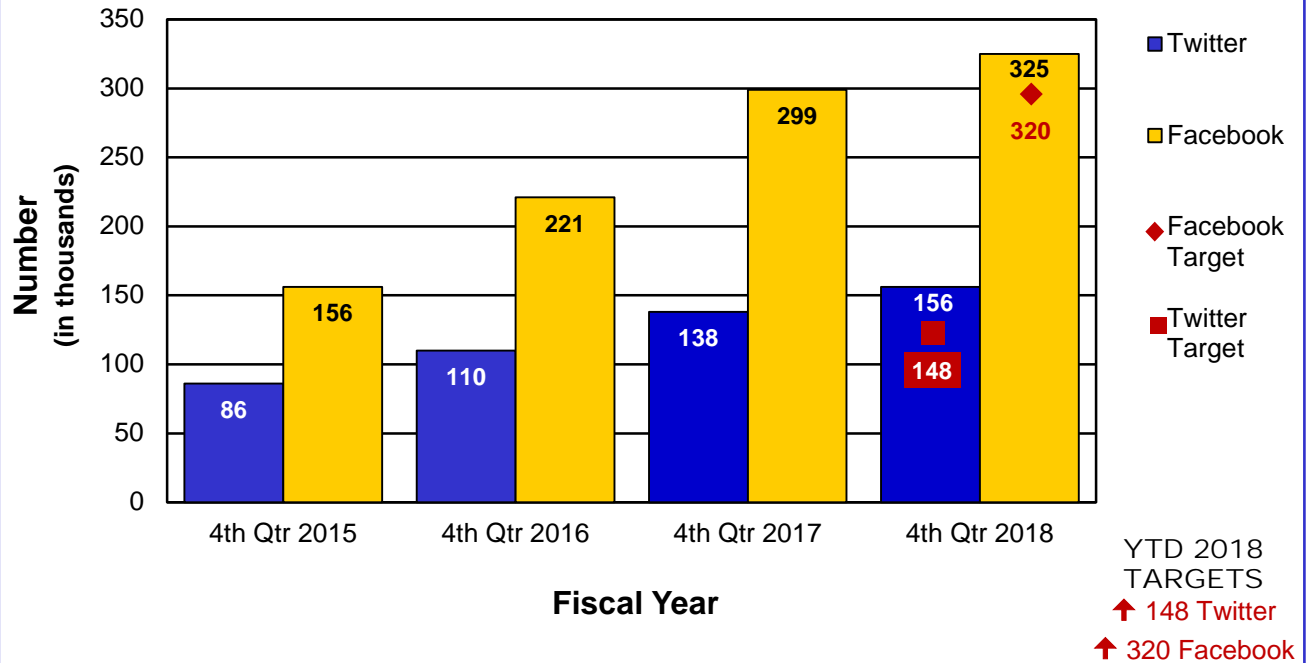
The top five videos viewed in the last quarter were:

- Buckle Up Phone Down – Coach – 421,242 views
- Work Zone Awareness 2018 – 311,184 views
- MoDOT Click It or Ticket 2018 – 199,489 views
- MoDOT Youth Alcohol 2018 – 126,049 views
- MoDOT Motorcycle Awareness 2018 – 120,881 views

This measure is linked to the Improve Communications strategy included in the Sharpening Our Strategic Vision initiative. We have identified the Citizens Guide to Transportation Funding, the new department website and a better Traveler Information Map as efforts to measure our progress.

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Social Media Followers



MoDOT Website and YouTube Visitors

