



## 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  
Interim Communications  
Director

## PURPOSE OF THE MEASURE:

This measure tracks the percent of overall customer service satisfaction. The role of customer service is to make sure the public's expectations are being met and that perceptions closely align with the reality of MoDOT's daily operations.

## 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.

# PROVIDE OUTSTANDING CUSTOMER SERVICE

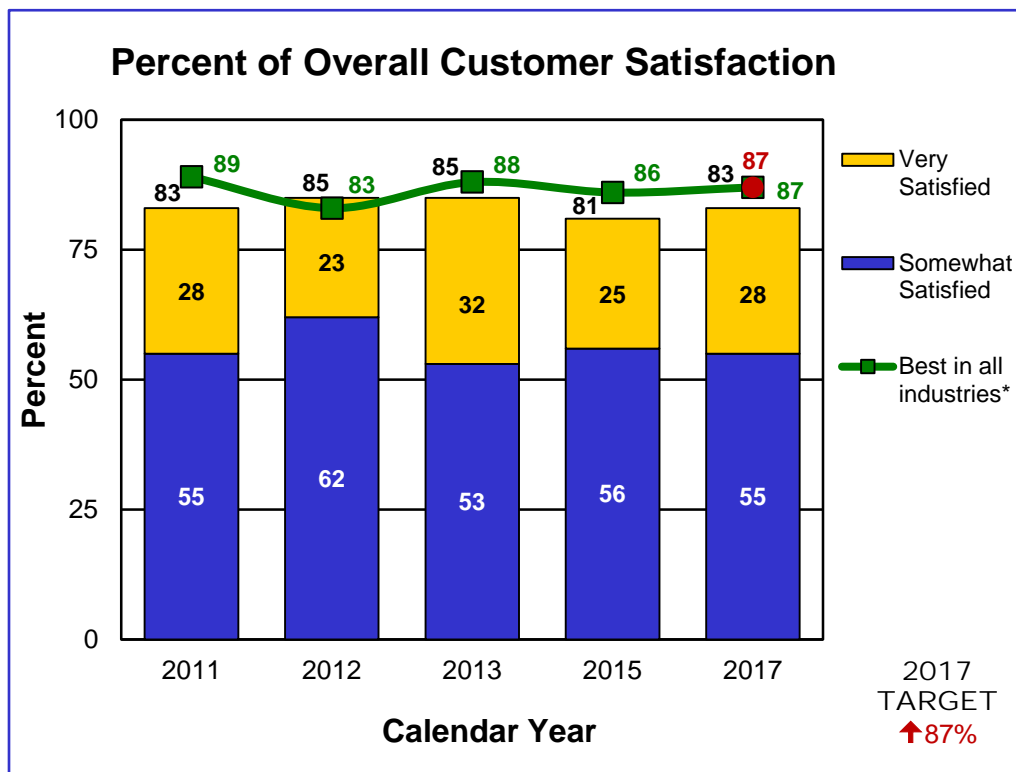
## Percent of overall customer satisfaction – 3a

Customer satisfaction with MoDOT continues to remain high. Eighty-three percent of Missourians surveyed say they are 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. The department has identified the Citizens Guide to Transportation Funding, the new department website and a better Traveler Information Map as strategies to improve performance.



\*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.

The target is established by projecting a 10 percent improvement over a five-year average.

# PROVIDE OUTSTANDING CUSTOMER SERVICE

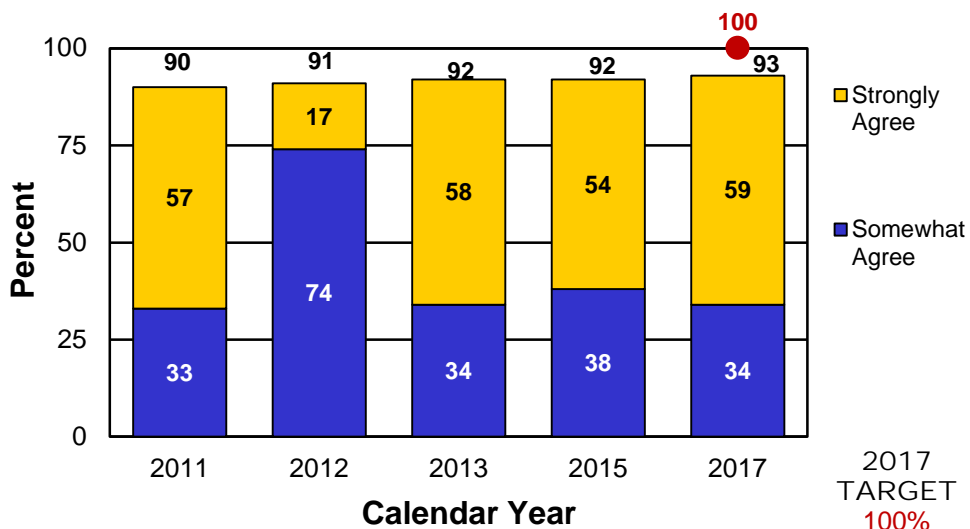
## *Percent of customers who view MoDOT as Missouri's transportation expert – 3b*

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.

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



## RESULT DRIVER:

Tom Blair  
District Engineer

# 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:

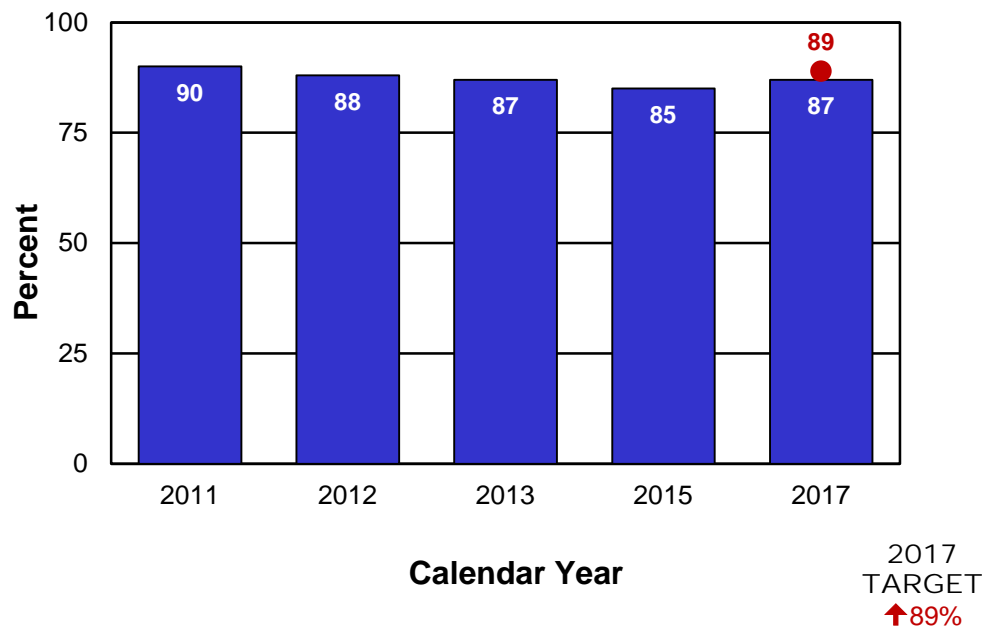
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

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.

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.

### Percent of Customers Who Trust MoDOT to Keep Its Commitments





## 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.

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:

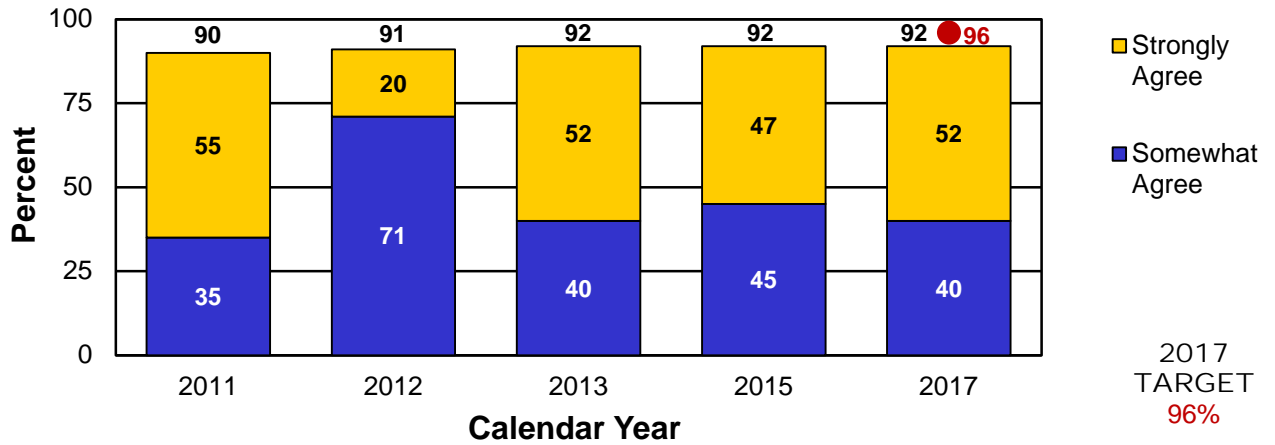
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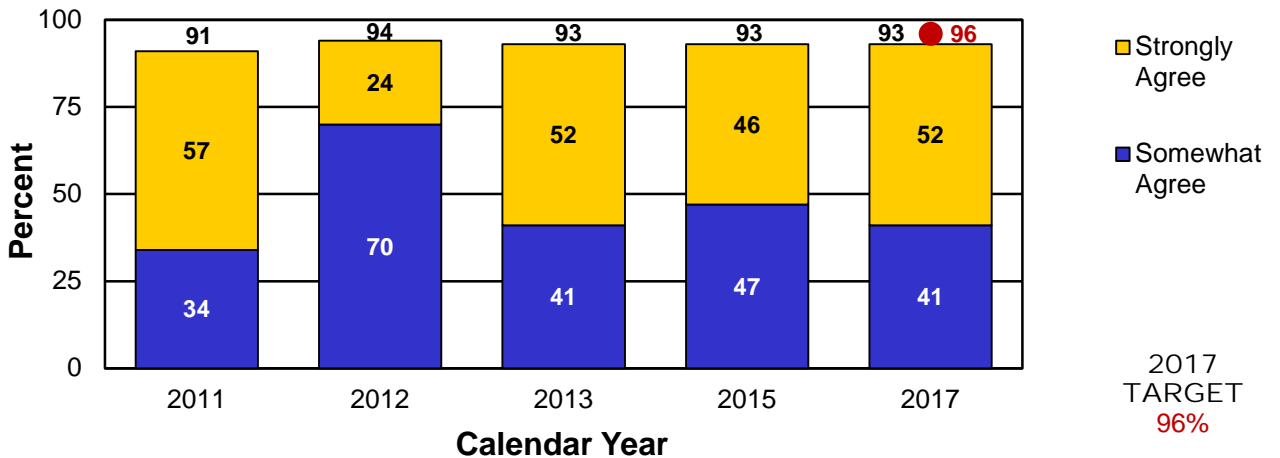


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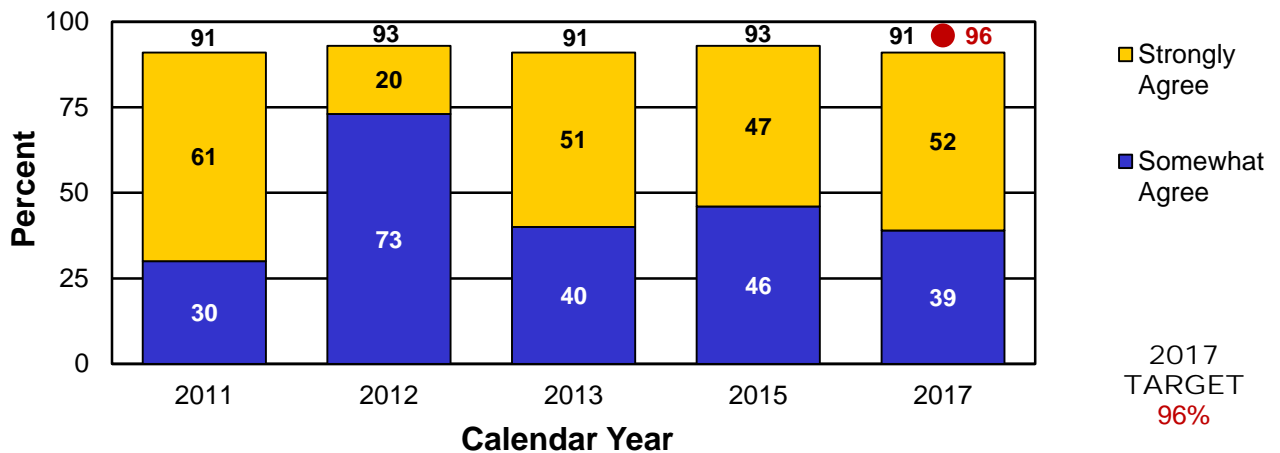
**Percent of Customers Who Feel MoDOT Provides Timely Information**



**Percent of Customers Who Feel MoDOT Provides Accurate Information**



**Percent of Customers Who Feel MoDOT Provides Understandable Information**



## RESULT DRIVER:

Tom Blair  
District Engineer

## 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.

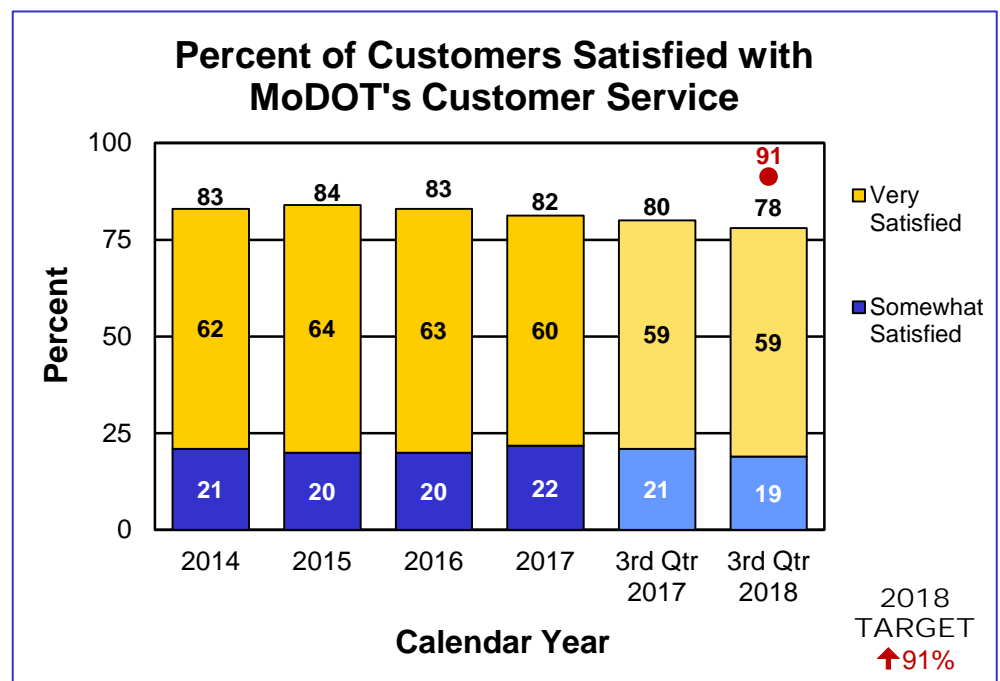
# PROVIDE OUTSTANDING CUSTOMER SERVICE

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

MoDOT actively seeks feedback from its customers. 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 the numbers comparing third quarter 2017 to third quarter 2018. Overall customer satisfaction decreased slightly from 80 percent to 78 percent. Politeness of response decreased from 97 percent to 95 percent. Customers who were satisfied with the clarity of the response they received increased from 85 percent to 88 percent and responsiveness increased slightly from 87 percent to 88 percent.

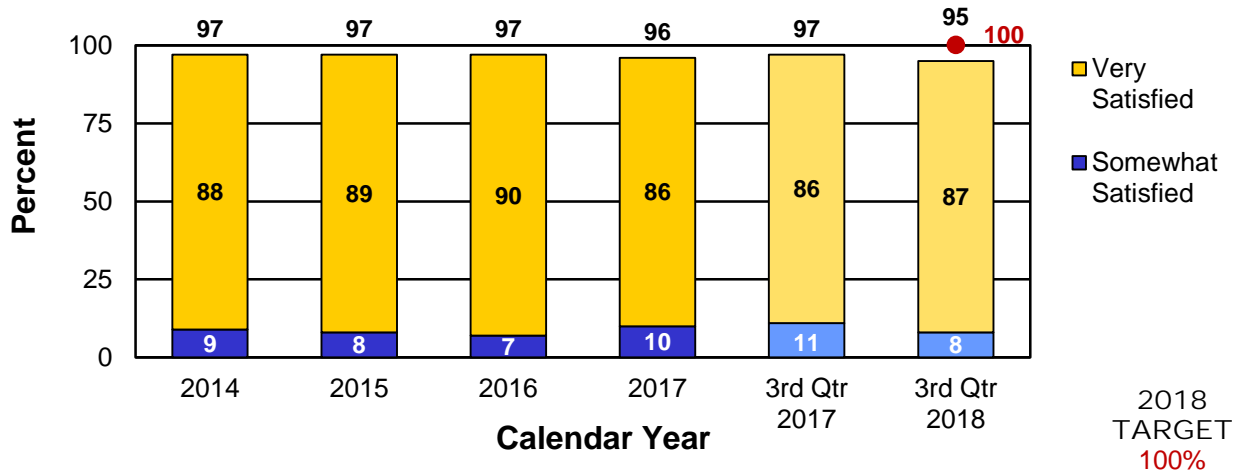
The average time to complete customer requests was two days.



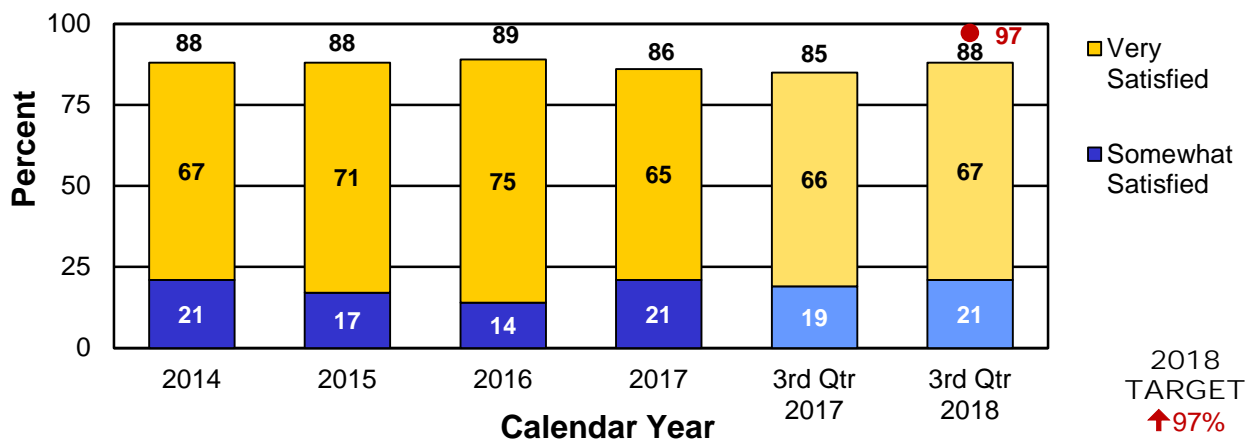


# PROVIDE OUTSTANDING CUSTOMER SERVICE

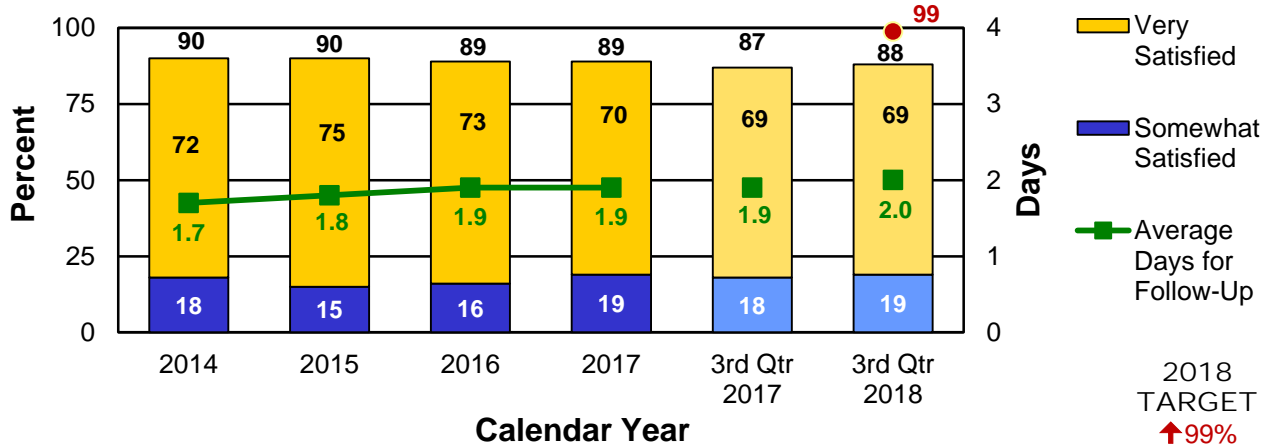
## Customer Satisfaction with Politeness of Staff



## Customer Satisfaction with Clarity of Response



## Customer Satisfaction with Responsiveness



## RESULT DRIVER:

Tom Blair  
District Engineer

# PROVIDE OUTSTANDING CUSTOMER SERVICE

## MEASUREMENT DRIVER:

Taylor Brune  
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. 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.

## *Customer communication engagement – 3f*

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 first quarters of fiscal years 2018 and 2019, there was a growth of 32,347 followers on Facebook statewide and 10,670 on Twitter.

During the first quarter of FY 2019, MoDOT's most popular post on Facebook statewide alerted drivers of the complete closure of I-44 in the Springfield area on July 14. The post reached 190,330 people with 4,201 engagements including post clicks, shares, comments and reactions.

MoDOT websites had 1,022,474 sessions during the first quarter of FY 2019, compared to 1,251,239 in the first quarter of FY 2018. This quarter lacked any significant weather events that would typically draw users to MoDOT's websites.

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

- KC Scout Homepage – 179,756
- Traveler Information Map – 161,679
- MoDOT Homepage – 155,715
- Job Listings – 55,370
- Gateway Guide Homepage– 41,151

MoDOT videos on YouTube were viewed 2,074,023 times in the first quarter of FY 2019.

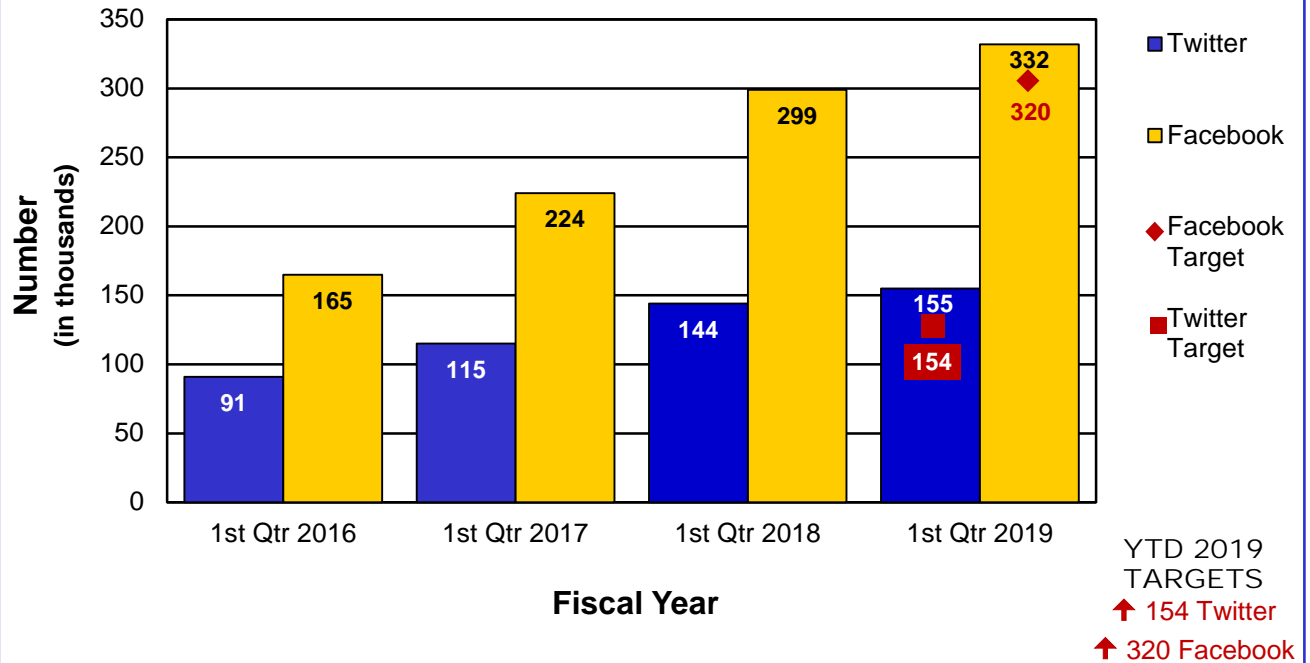
The top five videos viewed in the last quarter were:

- Commercial Motor Vehicle 2018 – 296,100 views
- Drive Sober 2018 – 239,400 views
- Work Zone Awareness 2018 – 161,100 views
- Child Passenger Safety 2017 – 108,500 views
- July Impaired Driving 2018– 104,200 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 strategies to improve performance.

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## Social Media Followers



## MoDOT Website and YouTube Visitors

