



PROVIDE OUTSTANDING CUSTOMER SERVICE

*Tom Blair, 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  
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.

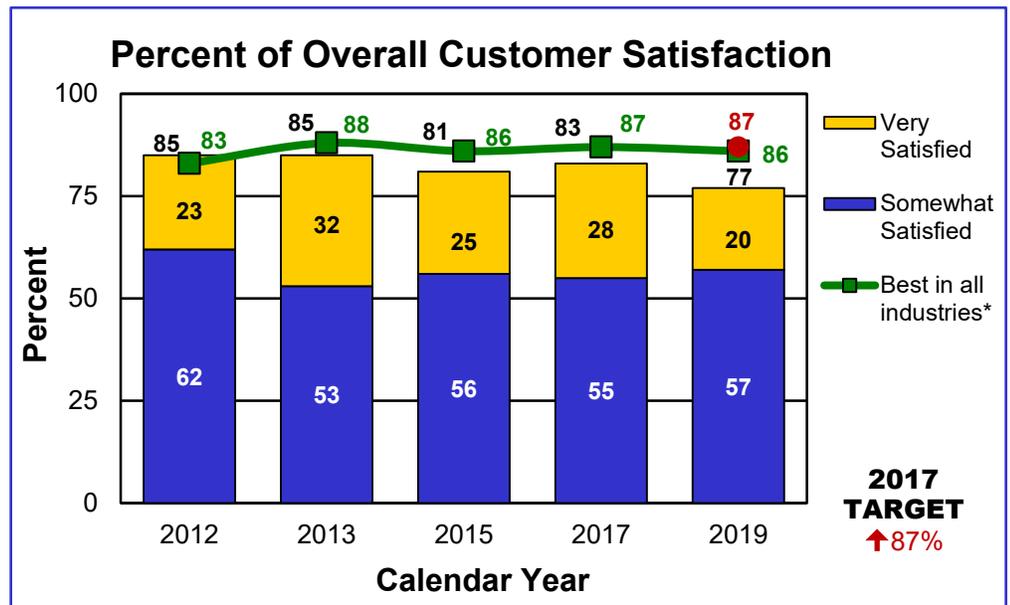
# PROVIDE OUTSTANDING CUSTOMER SERVICE

## Percent of overall customer satisfaction – 3a

While customer satisfaction with MoDOT remains relatively high, the percent of Missourians surveyed who says they are satisfied with the job MoDOT is doing dropped from 83% in 2017 to 77% in 2019, a 6% decline. In addition, those customers who reported they are very satisfied with MoDOT decreased from 28% to 20%.

Data compiled by the American Customer Satisfaction Index in 2019 continues to show Chick-fil-A as having the highest customer satisfaction rate – 86% – out of the hundreds of companies and government agencies the ACSI scores.

Possible reasons for this decrease could be related to stagnant funding and system condition, as well as a harsh winter and flooding.



\*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:

Marie Elliott  
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 biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians. The target for this measure is updated biannually in October.

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# PROVIDE OUTSTANDING CUSTOMER SERVICE

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

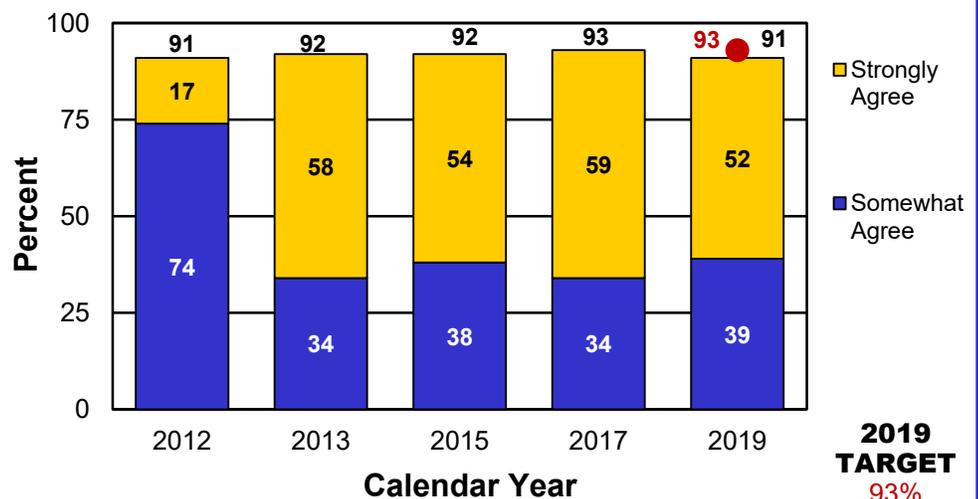
As the agency responsible for transportation in Missouri, MoDOT must hold its lead as an expert in the field. The department should serve as the front-runner – representing the best transportation options for Missouri and partnering with state and national organizations and others to deliver a strong transportation system.

The 2019 survey shows an overwhelming majority of customers perceive the department as Missouri's transportation expert. Ninety-one percent of those surveyed agreed MoDOT serves this role, a percentage the department has consistently maintained for more than 10 years. Of the 91%, 52% of respondents "strongly agreed" and 39% "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.

Possible reasons for this decrease could be related to stagnant funding and system condition, as well as a harsh winter and flooding.

**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.

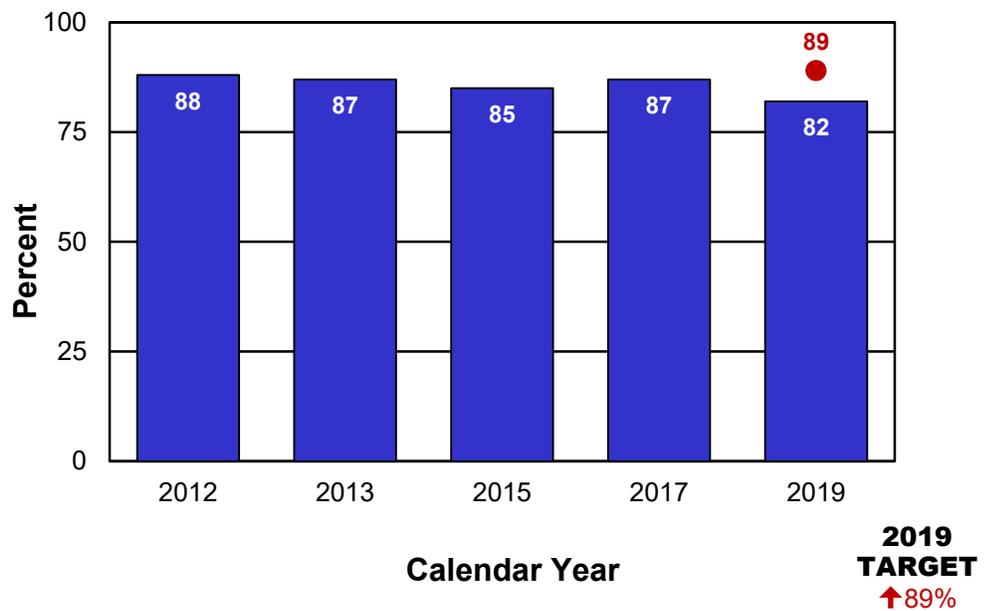
The target for this measure is updated bi-annually in October. The target for this measure was set by management directive.

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 2019 survey results indicate 82% of Missourians trust MoDOT to keep its commitments to the public, compared to 87% in the previous survey. While 82% is still a high measure of trust in a government agency, it reflects a 5% decrease from 2017, the lowest rating since before 2012.

Possible reasons for this decrease could be related to stagnant funding and system condition, as well as a harsh winter and flooding.

**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, social media post, 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% agreement for the past five surveys, this measure shows the department meets customers' high expectations.

Results have remained steady, with some decreases in the number of 'Strongly Agree' responses. Possible reasons for this decrease could be related to stagnant funding and system condition, as well as a harsh winter and flooding.

## MEASUREMENT AND DATA COLLECTION:

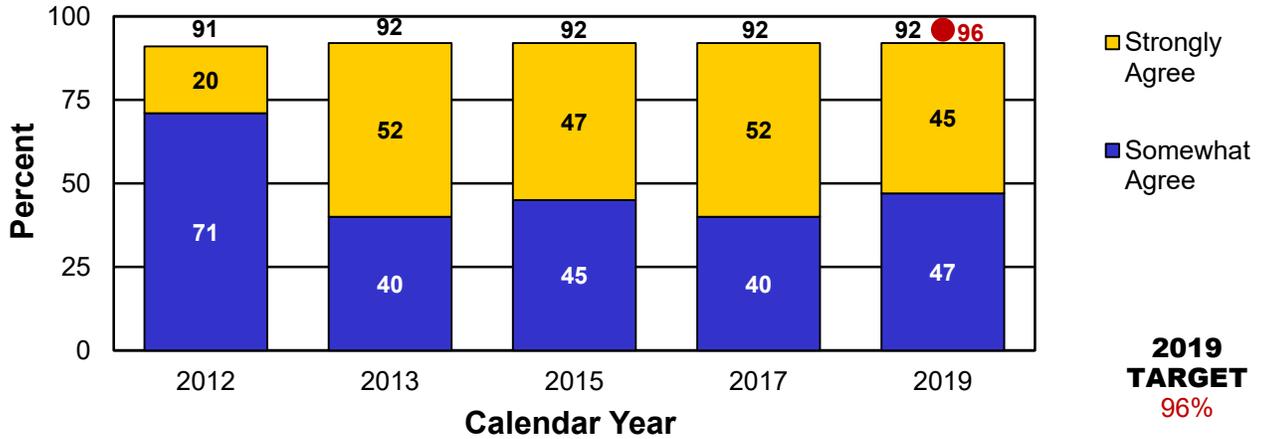
Data is collected through a biennial, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

The target for this measure is updated bi-annually in October. The target for this measure was set by management directive.

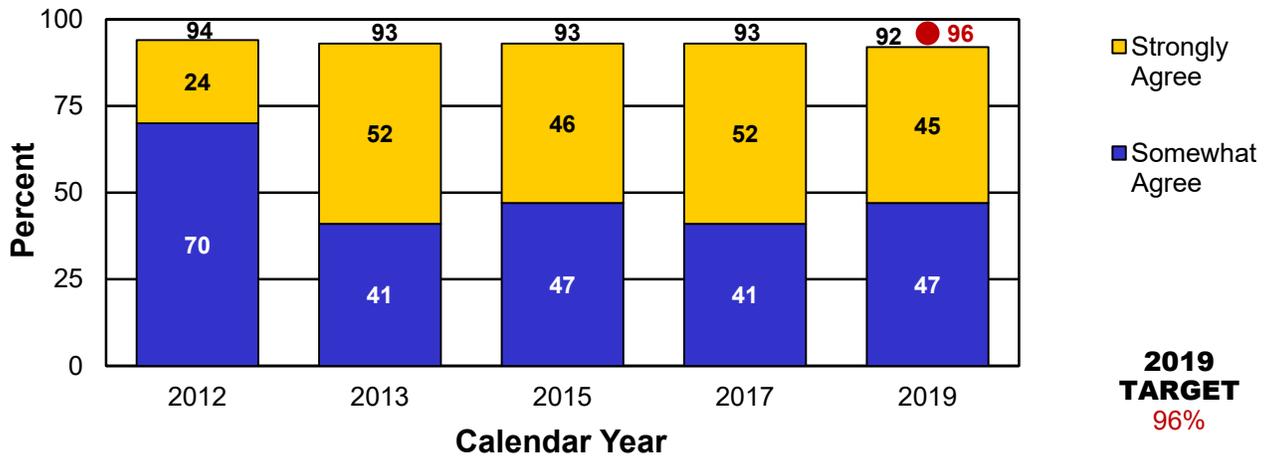


# PROVIDE OUTSTANDING CUSTOMER SERVICE

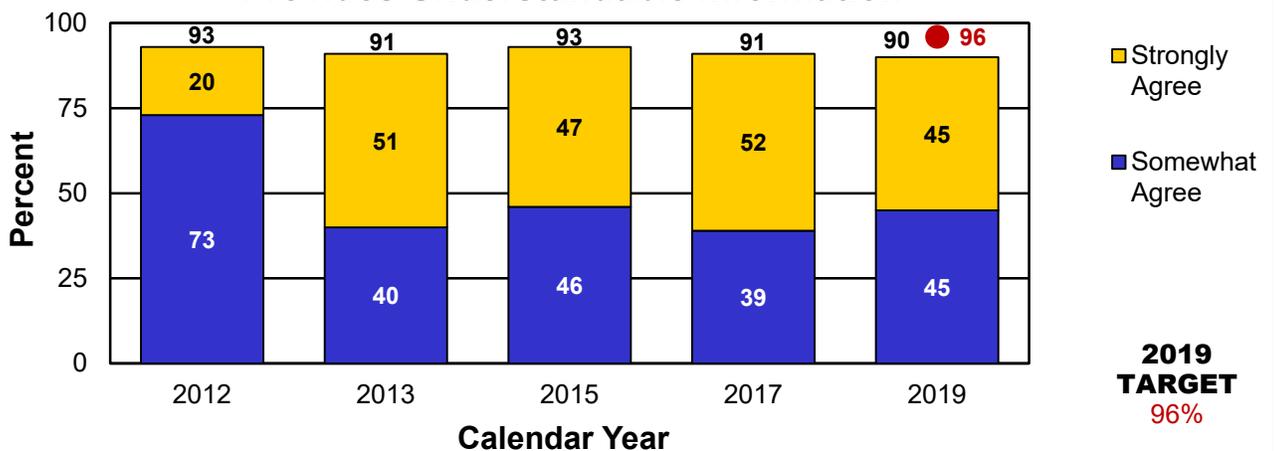
## Percent of Customers Who Feel MoDOT Provides Timely Information



## Percent of Customers Who Feel MoDOT Provides Accurate Information



## Percent of Customers Who Feel MoDOT Provides Understandable Information



**RESULT DRIVER:**

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:**

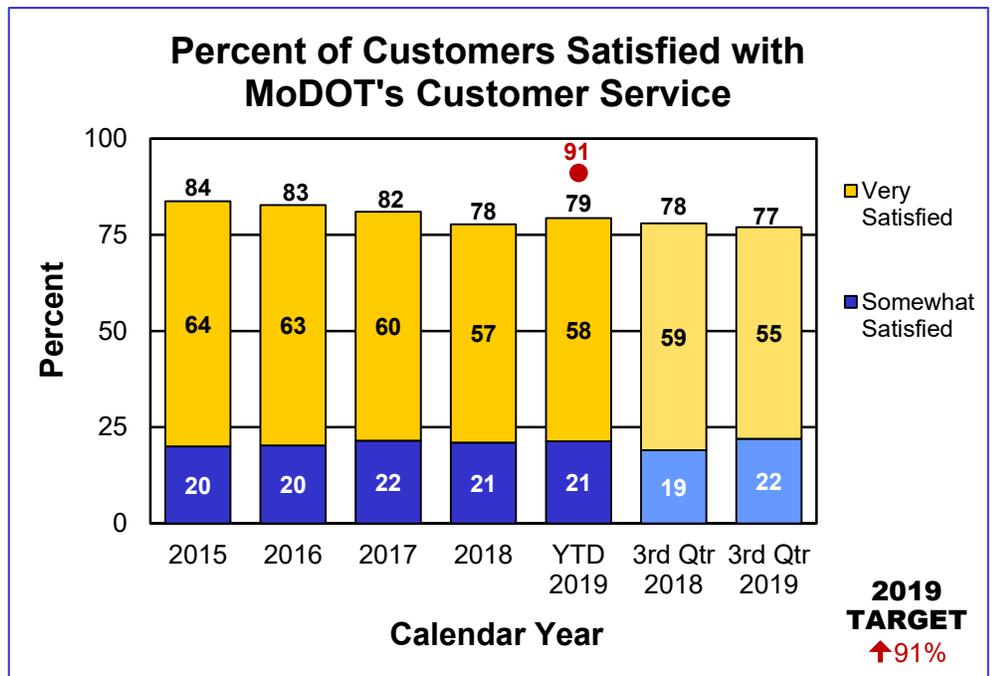
Data for this measure comes from a monthly telephone and email survey of 200 customers who contacted a MoDOT customer service center in the previous month. The customer contacts come from call reports logged into the customer service database. Survey participants are asked to respond on an agreement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

Providing outstanding customer service is one of MoDOT's core values and the responsibility of every employee in the organization. To actively seek feedback from 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. Comparing the third quarter of 2018 to the third quarter of 2019, the data provided in the graphs below reflects how those surveyed customers rated their interaction with MoDOT.

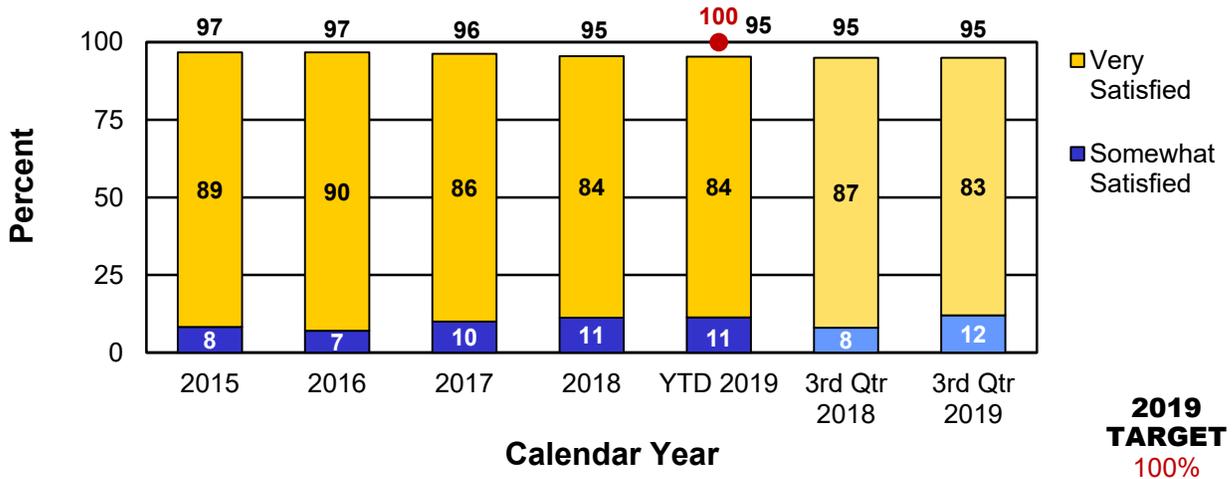
During the third quarter of 2019, compared to third quarter 2018, overall customer satisfaction decreased slightly from 78% to 77%. Politeness of response remained the same at 95%. Customers who were satisfied with the clarity of the response they received decreased from 88% to 82% and responsiveness decreased from 88% to 84%.

The average time to complete customer requests was 2.3 days.

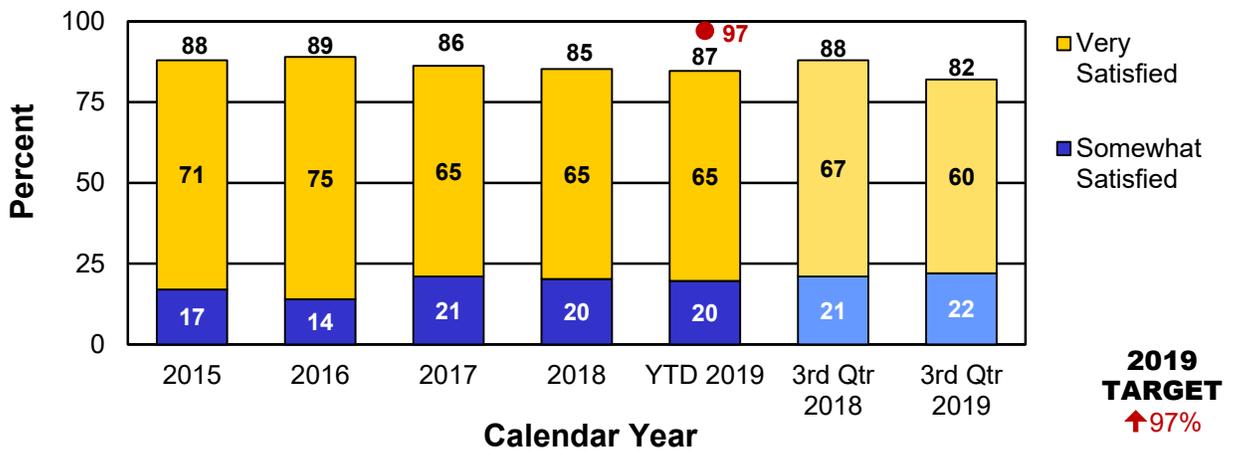


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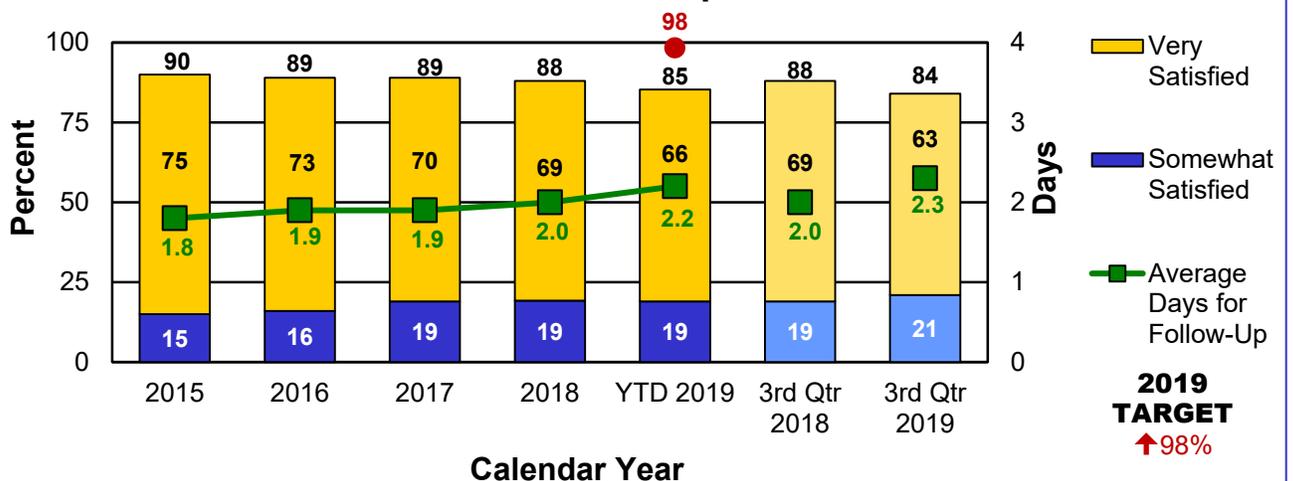
## Customer Satisfaction with Politeness of Staff



## Customer Satisfaction with Clarity of Response



## Customer Satisfaction with Responsiveness



## RESULT DRIVER:

Tom Blair  
District Engineer

# PROVIDE OUTSTANDING CUSTOMER SERVICE

## Customer communication engagement – 3f

## 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% improvement over the same quarter in the previous year.

This measure is linked to the Improve Communications strategy included in the Sharpening Our Strategic Vision initiative. The Citizen's Guide to Transportation Funding, the new department website and a better Traveler Information Map have been identified as strategies to improve performance.

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 third quarters of 2018 and 2019, there was a growth of 51,161 followers on Facebook statewide and 23,158 on Twitter.

During the third quarter of 2019, MoDOT's most popular post on Facebook statewide alerted drivers to the full closure of I-49 in Kansas City due to a tanker fire. The post reached 171,463 people with 29,091 engagements including post clicks, shares, comments and reactions.

MoDOT websites had 1,375,581 sessions during the third quarter of 2019. This is the first quarter during which internal filters were used to measure the data, meaning the data is the most reflective of our customer visits. For this reason, the numbers cannot be accurately compared to previous quarters.

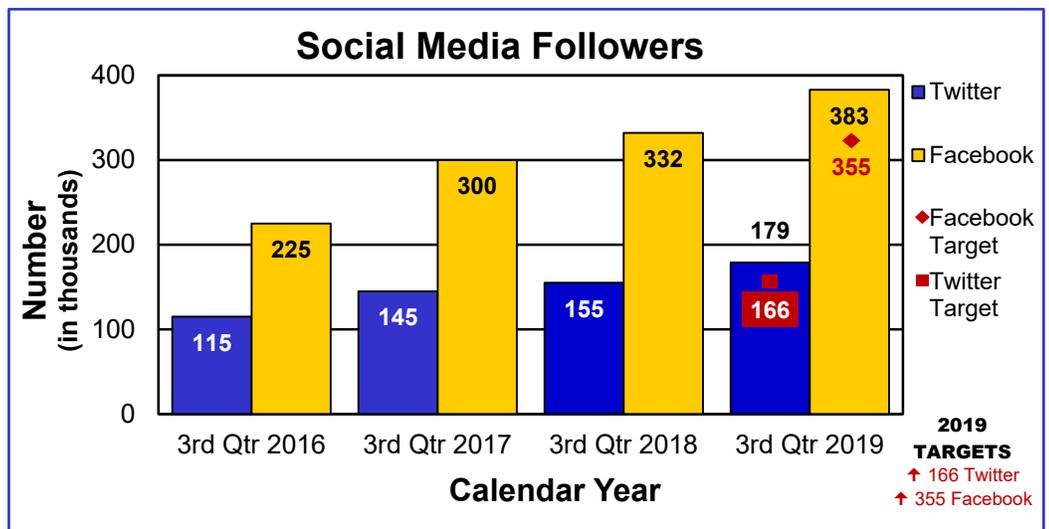
MoDOT videos on YouTube and social media were viewed 895,996 times in the third quarter of 2019.

### Webpage Views

- Traveler Information Map – 269,669
- MoDOT Homepage – 207,602
- KC Scout Homepage – 196,587
- Ozarks Traffic Homepage – 192,961
- Current Flood Information – 116,866

### YouTube Video Views

- MoDOT Drive Sober 2019 – 228,561
- MoDOT July Impaired 2019 – 155,311
- MoDOT CMV 2018 – 95,791
- MoDOT Freedom of the Road Riders – 74,948
- Drive Sober Spanish – 45,992



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