



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.



PROVIDE OUTSTANDING CUSTOMER SERVICE

Fay Fleming, Communications Director

Tracker

MEASURES OF DEPARTMENTAL PERFORMANCE

RESULT DRIVER:
Fay Fleming
Communications Director

MEASUREMENT
DRIVER:
Tammy Wallace
Senior Communications
Specialist

PURPOSE OF
THE MEASURE:
This measure tracks MoDOT's
progress toward the mission of
delighting its customers.

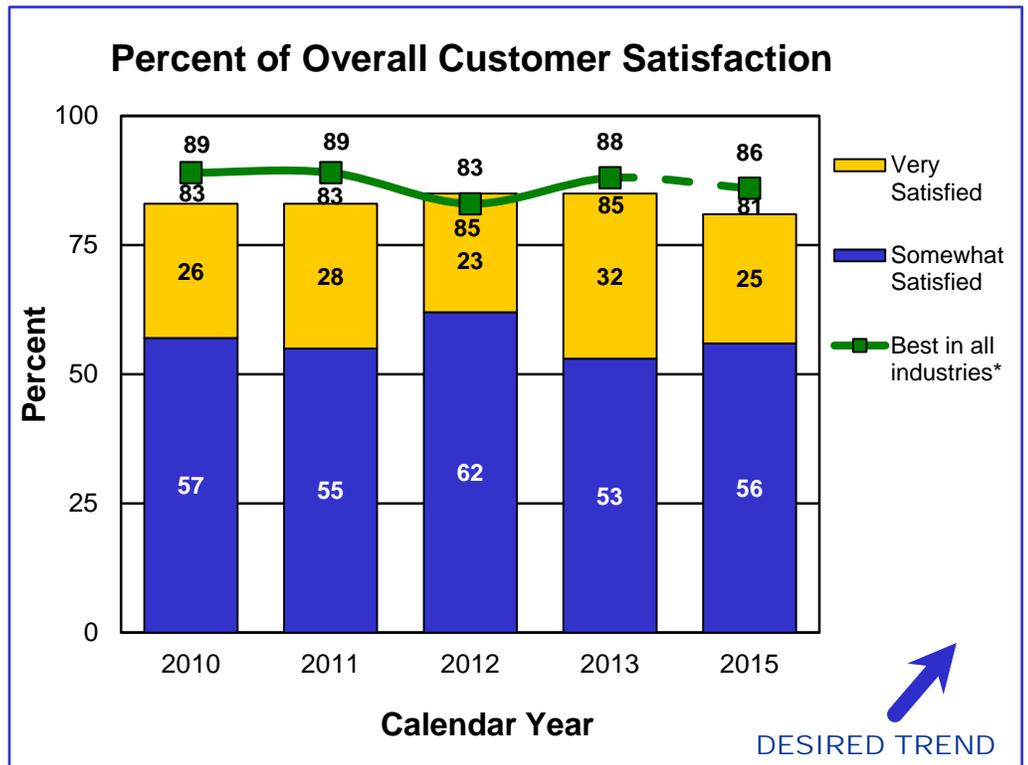
MEASUREMENT AND
DATA COLLECTION:
Data is collected through a
biannual, in odd-numbered
years, telephone survey of
approximately 3,500 randomly
selected Missourians.
Benchmarking data is provided
by the American Customer
Service Index.

PROVIDE OUTSTANDING CUSTOMER SERVICE

Percent of overall customer satisfaction – 3a

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 our 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

RESULT DRIVER:
Fay Fleming
Communications Director

MEASUREMENT DRIVER:
Jennifer Williams
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 biannual, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

PROVIDE OUTSTANDING CUSTOMER SERVICE

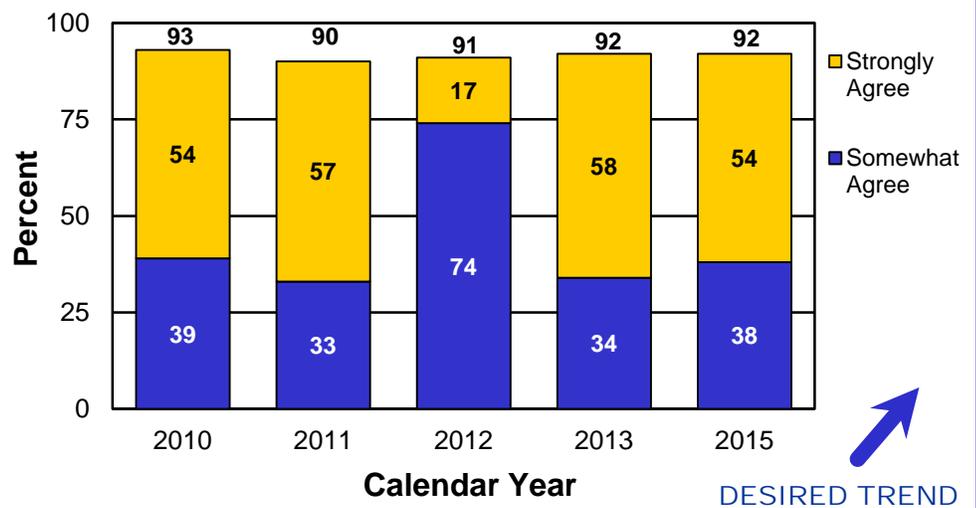
Percent of customers who view MoDOT as Missouri's transportation expert – 3b

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 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.

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



RESULT DRIVER:
Fay Fleming
Communications Director

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

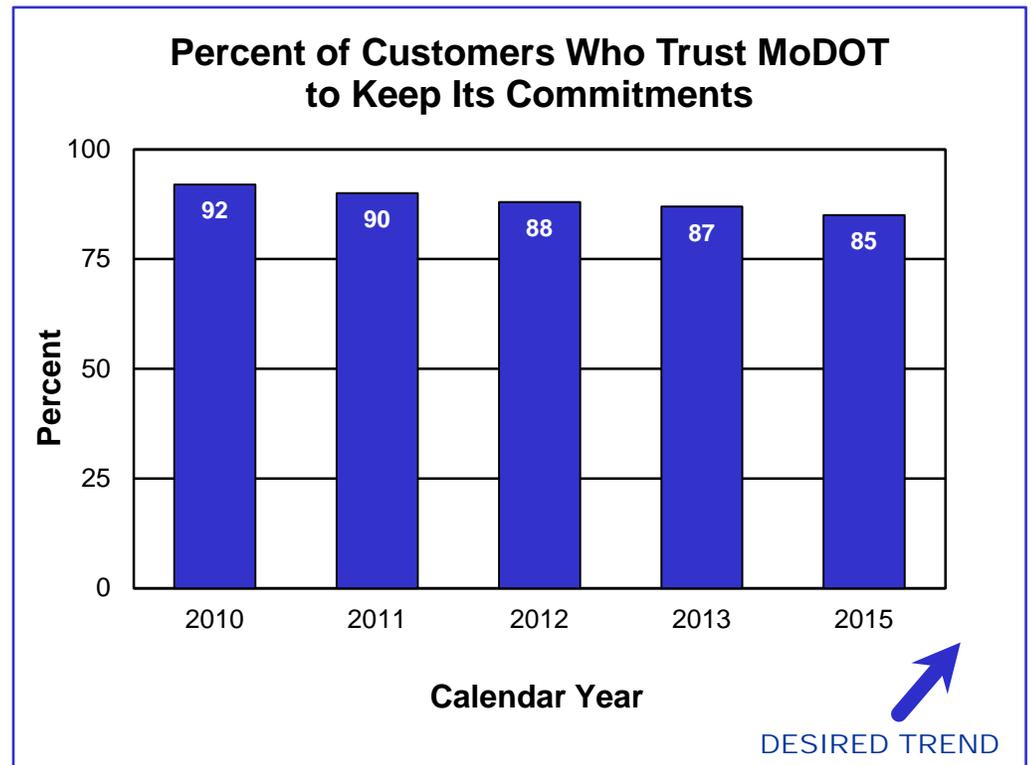
MEASUREMENT DRIVER:
Melissa Black
Communications Manager

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 biannual, 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.



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.

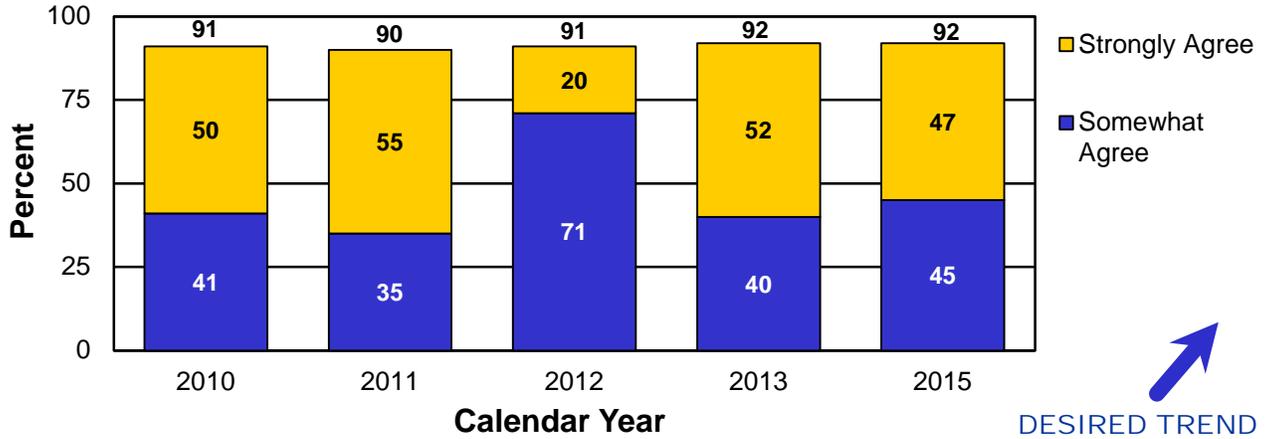
MEASUREMENT AND
DATA COLLECTION:
Data is collected through a biannual, in odd-numbered years, telephone survey of approximately 3,500 randomly selected Missourians.

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 our customers' high expectations.

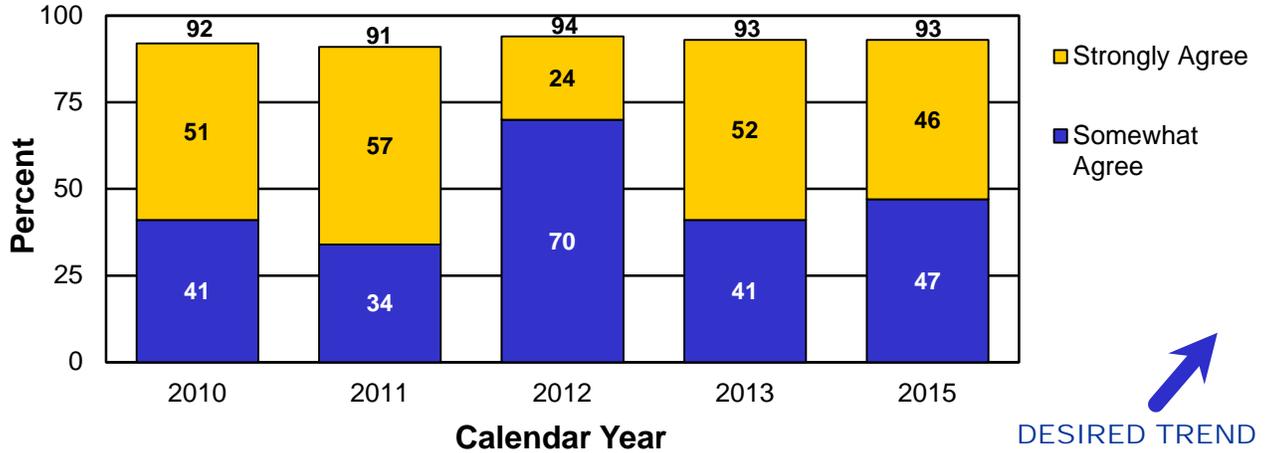


PROVIDE OUTSTANDING CUSTOMER SERVICE

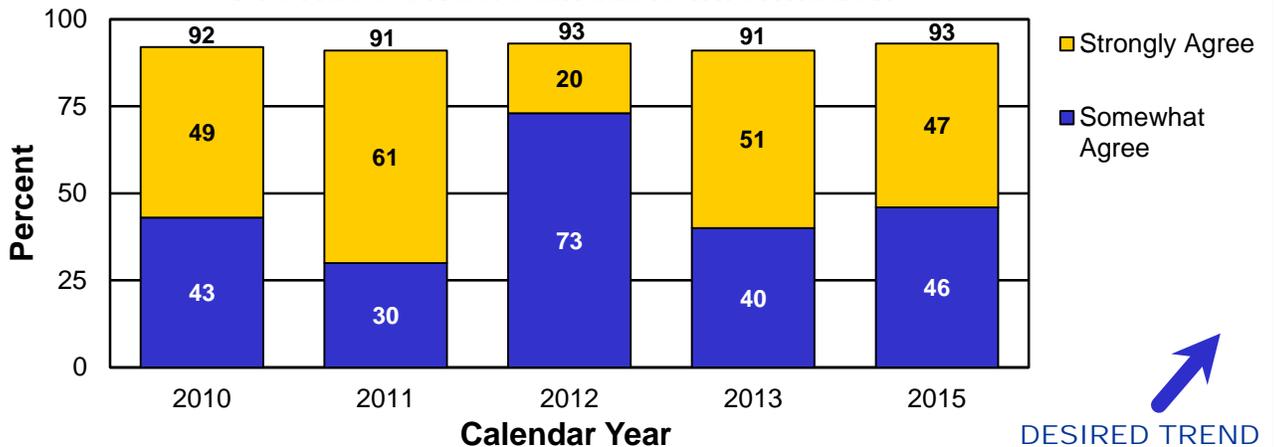
Percent of Customers Who Feel MoDOT Provides Timely Information



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



RESULT DRIVER:
Fay Fleming
Communications Director

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT DRIVER:
Melissa Black
Communications Manager

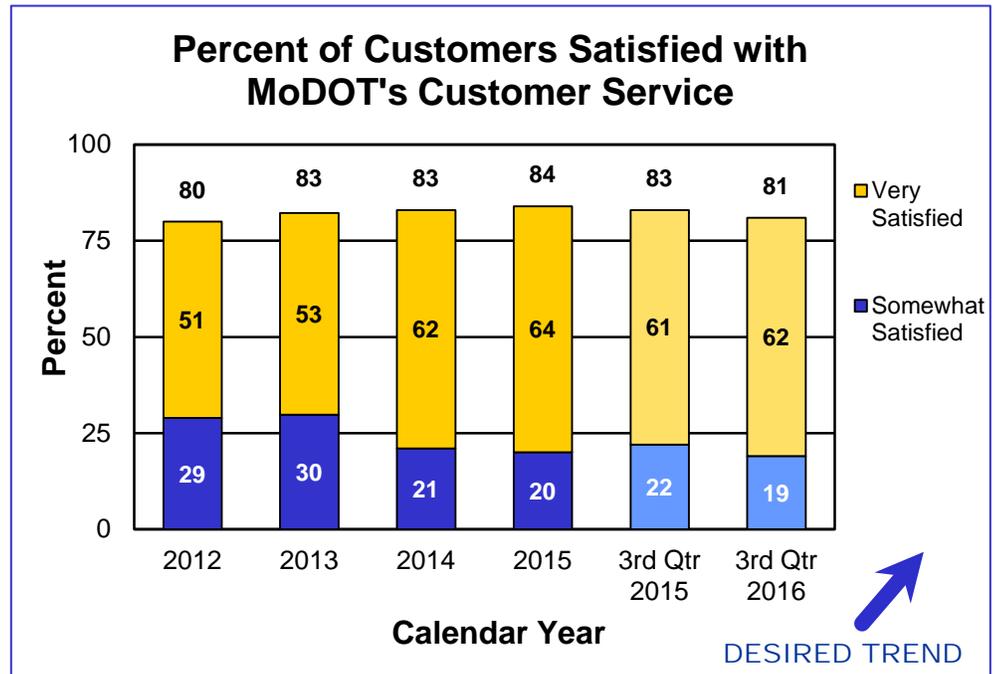
PURPOSE OF THE MEASURE:
This measure shows how satisfied customers who contact MoDOT are with the politeness, clarity and responsiveness they receive.

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.

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

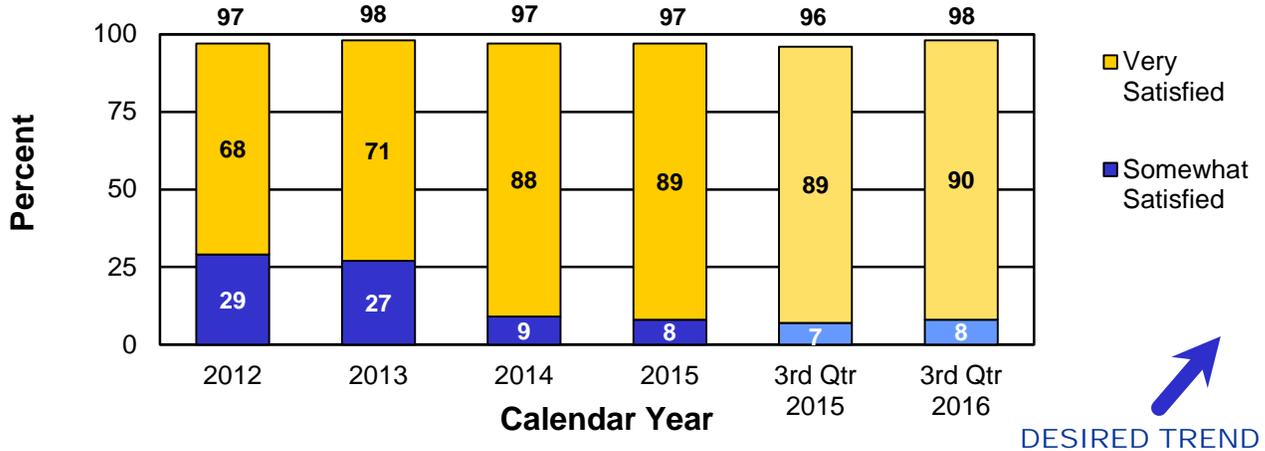
MoDOT actively seeks feedback from the customers it serves. In 2012, MoDOT created a statewide call system and enhanced its online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since implementation, customer perceptions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

When comparing third quarter responses of 2016 with third quarter of 2015 we had slight decreases in all categories except one. Overall customer satisfaction decreased to 81 percent from 83 percent. Customers who were satisfied with politeness of responses increased from 96 percent to 98 percent. Clarity of responses decreased from 87 percent to 85 percent. Satisfaction with responsiveness decreased from 89 percent to 87 percent. The average time to complete customer requests during this quarter decreased from 2.1 days to 2.0 days.

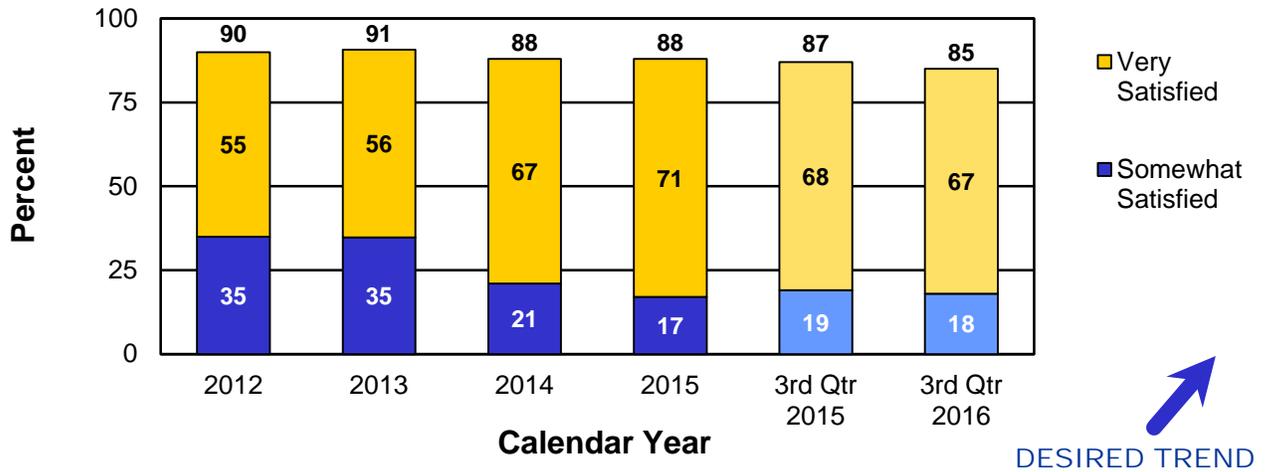


PROVIDE OUTSTANDING CUSTOMER SERVICE

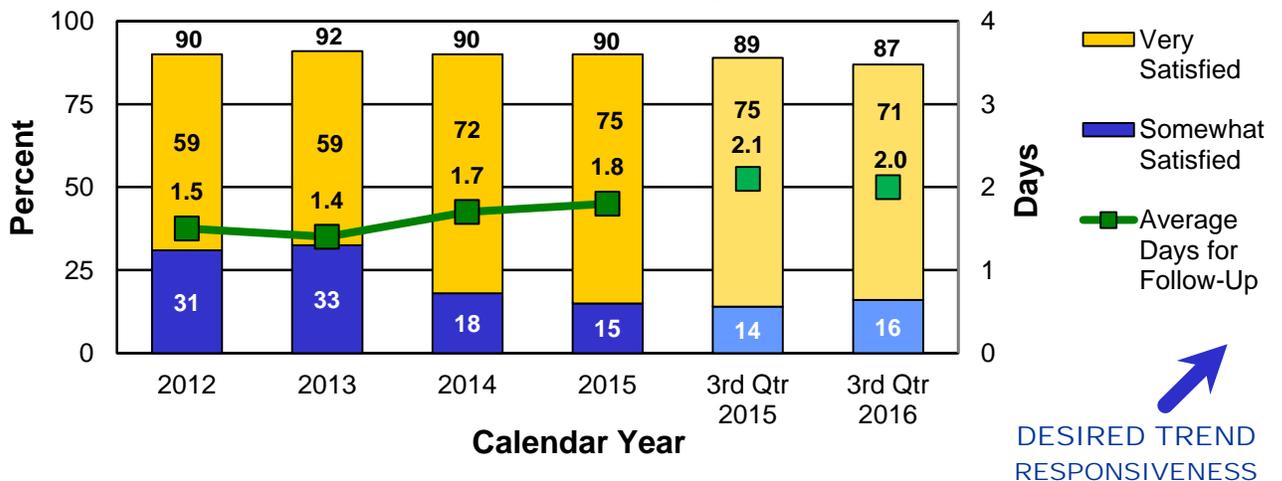
Customer Satisfaction with Politeness of Staff



Customer Satisfaction with Clarity of Response



Customer Satisfaction with Responsiveness



RESULT DRIVER:
Fay Fleming
Communications Director

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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 first quarters of fiscal years 2016 and 2017, there was a growth of 59,483 followers on Facebook statewide and 23,981 additional followers to Twitter statewide. During the first quarter of FY 2017, the most popular post was a DMS message encouraging the use of turn signals with the wording "Did You Run Out Of Blinker Fluid?" The post reached 210,666 people with 23,600 separate engagements to the post including reactions, comments and shares. The second most popular post warned travelers to watch for deer while driving. The post reached 203,296 people with 15,100 separate engagements to the post including reactions, comments and shares.

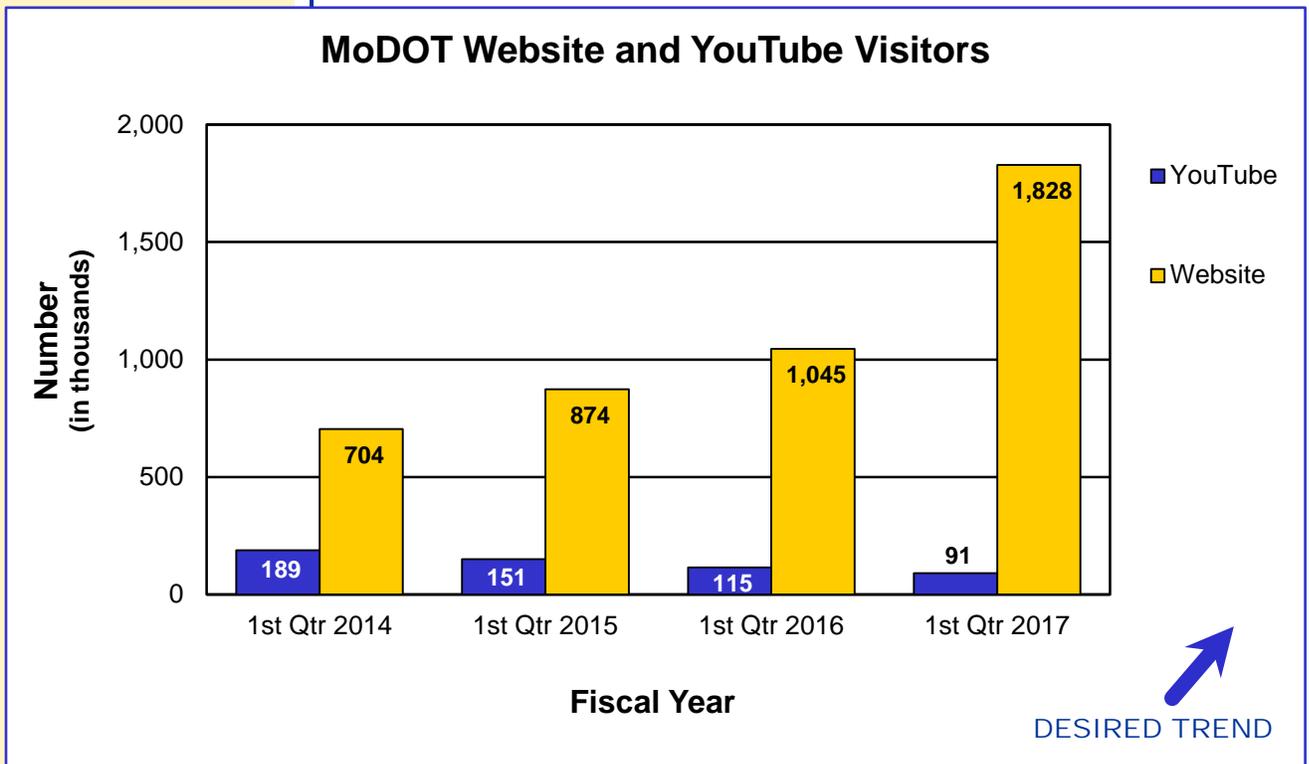
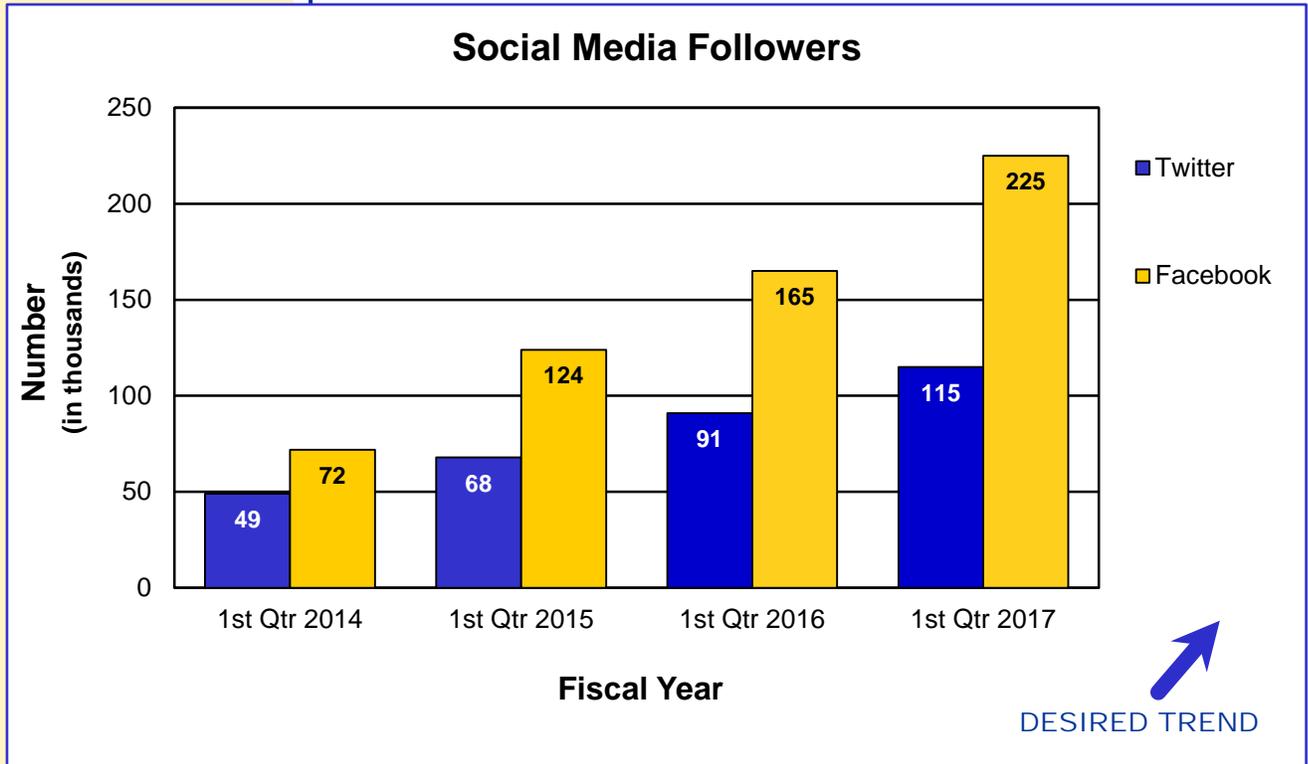
MoDOT's websites had 1.83 million sessions in first quarter FY 2017. In the last quarter, the top five pages on MoDOT's website were:

- Traveler Information Map
- KC Scout Homepage
- MoDOT Homepage
- Job Listings
- Gateway Guide Homepage

MoDOT videos on YouTube were viewed 91,091 times in the first quarter of FY 2017. The top five videos viewed in the last quarter were:

- Tow Plow Action Missouri
- MoDOT Tow Plows in Action
- Road 2 Tomorrow – One Year Update
- All About a Roundabout
- Zipper Merge

PROVIDE OUTSTANDING CUSTOMER SERVICE



RESULT DRIVER:
Fay Fleming
Communications Director

MEASUREMENT DRIVER:
Nicole Hood
Assistant State Design Engineer

PURPOSE OF THE MEASURE:
This measure provides information regarding the public's perception of MoDOT's performance in providing the right transportation solutions.

MEASUREMENT AND DATA COLLECTION:
Data for this measure is collected through an annual survey sent to users of projects completed and opened to traffic within the previous year. The districts identify 21 projects – three per district – in three categories: large, medium and small. Large projects are defined as those involving a major route or one that is funded through major project dollars. Medium projects are of district-wide importance. Small projects have only local significance. A sample of residents is drawn from zip code areas adjoining the recently completed project. The samples include 600 addresses per project area.

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Percent of customers who believe completed projects are the right transportation solutions – 3g

One of the most prominent products MoDOT delivers to its customers is a highway construction project. While the department tries to involve local residents in planning and designing local projects, the real impact of the project isn't known until people actually use the results of the project. The 2015 survey results continue to show most Missourians are very satisfied with local projects and believe that MoDOT provides the right transportation solutions.

The majority of respondents thought the project made the roadway: safer (90.7 percent), more convenient (83.7 percent), less congested (72.7 percent), easier to travel (86.7 percent), better marked (87.1 percent), and considered the project the right transportation solution (89.3 percent).

As part of the questionnaire, each respondent has the opportunity to provide comments about why the local project was – or was not – the right transportation solution. Each comment is shared with the local district for evaluation and to guide future projects.

