



PROVIDE OUTSTANDING CUSTOMER SERVICE

Dan Niec, 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:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Tammy Wallace,
Senior Customer
Relations Specialist

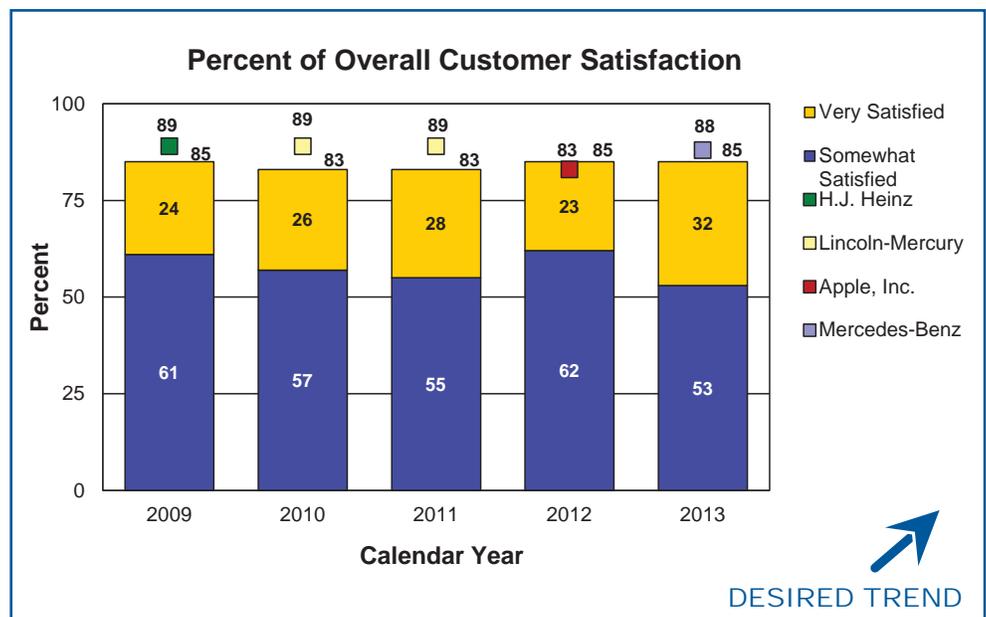
PURPOSE OF
THE MEASURE:
This measure tracks
MoDOT's progress toward
the mission of delighting its
customers.

MEASUREMENT
AND DATA
COLLECTION:
Data is collected through
an annual telephone survey
of approximately 3,500
randomly selected Missou-
rians. Data compiled by the
American Customer Satis-
faction Index in 2013 shows
Mercedes-Benz having the
highest customer satisfac-
tion rate – 88 percent – out
of the hundreds of compa-
nies and government agen-
cies the ACSI scores.

Percent of overall customer satisfaction-3a

Customer feedback is critical to MoDOT's success. Their input helps the department stay on course. For the second consecutive year, 85 percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, which ties the highest satisfaction levels in 2012 and 2009. What's more, 32 percent said they were very satisfied, breaking the previous record of 28 percent in 2011.

The reason for this continued high level of satisfaction is MoDOT's commitment to improving roads and bridges, finishing projects on time and within budget, providing timely, accurate and understandable information, decreasing highway fatalities and operating in an open and transparent manner.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Holly Dentner,
Senior Customer Relations
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.

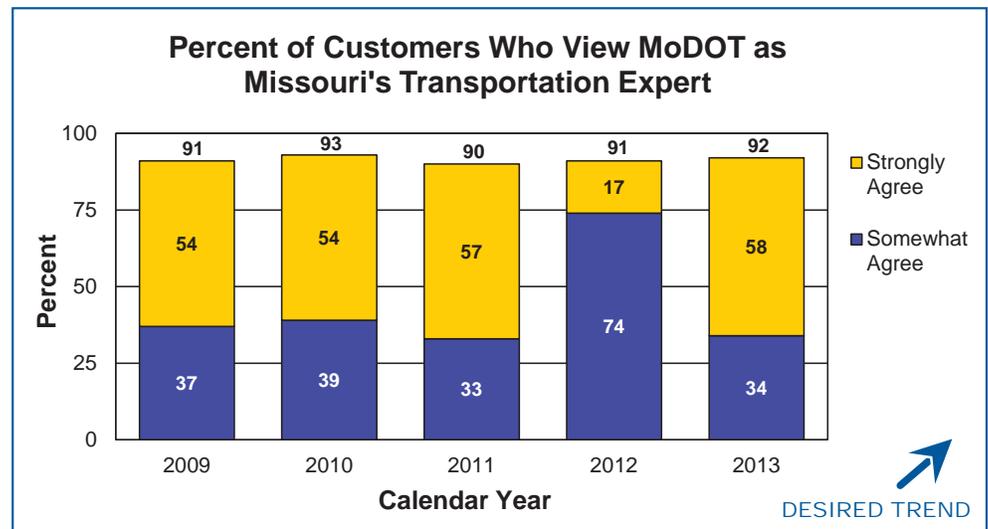
MEASUREMENT
AND DATA
COLLECTION:
Data is collected through
an annual telephone survey
of approximately 3,500
randomly selected Missou-
rians.

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 entities to deliver a strong transportation system.

The 2013 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, 58 percent of respondents "strongly agreed" and 34 percent "somewhat agreed" MoDOT serves as the state's transportation expert.

The department continues to work on improving partnerships with all Missourians, including local entities, legislators and other elected officials, and transportation-related groups and organizations.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

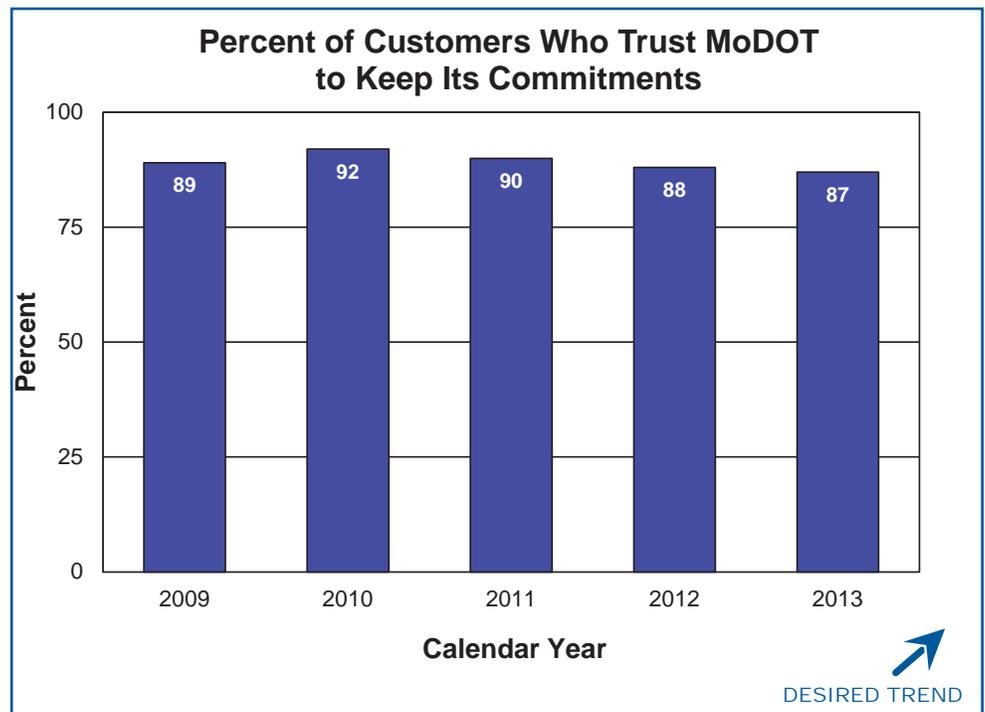
MEASUREMENT
DRIVER:
Melissa Black,
Customer Relations
Manager

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 trans-
portation issues.

MEASUREMENT
AND DATA
COLLECTION:
Data is collected through an
annual telephone survey of
approximately 3,500 ran-
domly selected Missourians.
Until 2013, this measure
was a yes/no question. This
year, customers responded
to a satisfaction scale. The
sum of the positive respons-
es – Somewhat Agree at 45
percent and Strongly Agree
at 42 percent – provide the
comparative data for 2013.

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

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. Since 2009, customer survey results for this measure hovered in the 88 to 92 percent range. This year's data shows 87 percent of Missouri residents indicate trust in MoDOT to keep its commitments compared to 88 percent last year. While the 1 percent difference is within the statistical margin of error, it is part of a four-year, statistically significant downward trend from 92 percent in 2010.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Marie Elliott,
Customer Relations
Manager

PURPOSE OF
THE MEASURE:
This measure tracks
whether customers feel
MoDOT provides timely,
accurate and understand-
able information about road
projects, highway conditions
and work zones they need
and use.

MEASUREMENT
AND DATA
COLLECTION:
Data is collected through
an annual telephone survey
of approximately 3,500
randomly selected Missou-
rians.

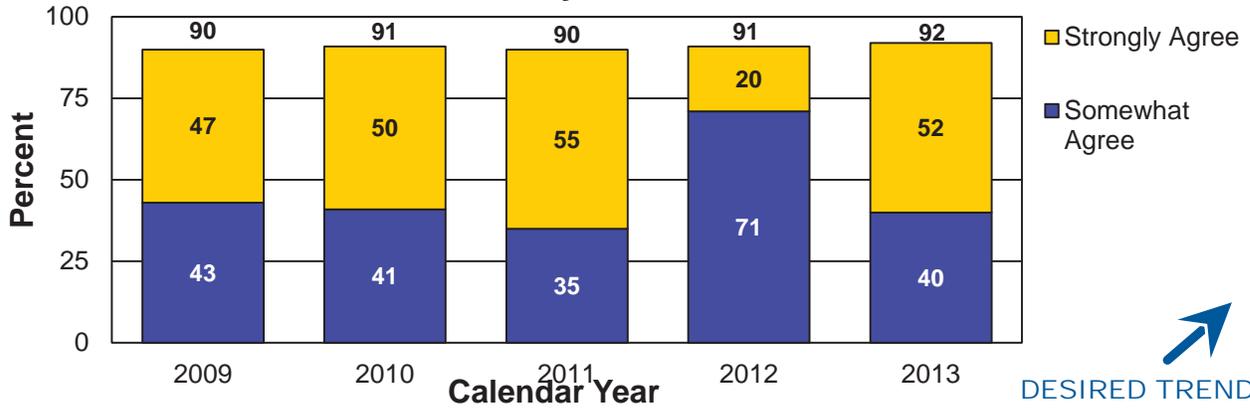
Percent of customers who feel MoDOT provides timely, accurate and understandable information-3d

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 topping 90 percent agreement for the past four years, this measure shows that the department meets our customers' high expectations.

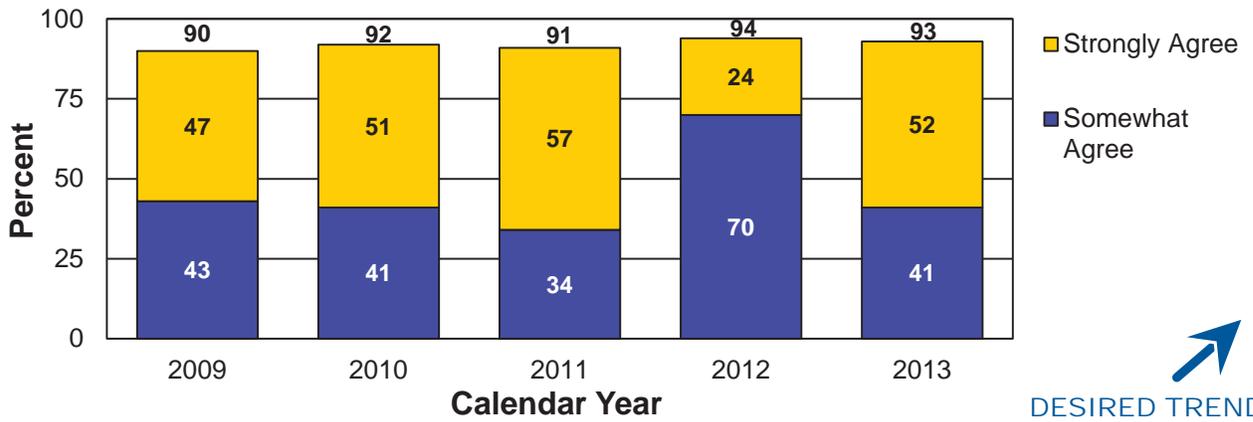


PROVIDE OUTSTANDING CUSTOMER SERVICE

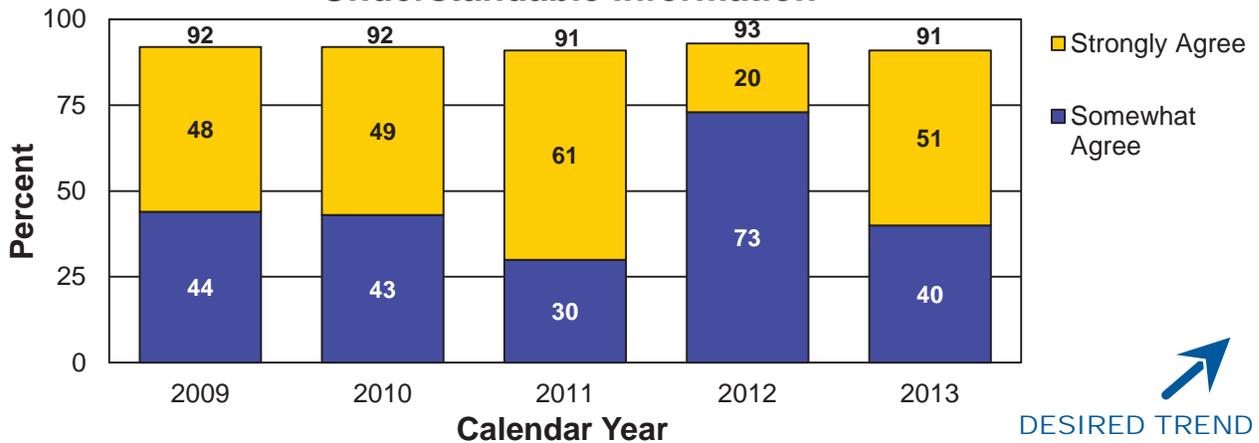
Percent of Customers Who Feel MoDOT Provides Timely Information



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Eric Schroeter, 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 transpor-
tation solutions.

MEASUREMENT
AND DATA
COLLECTION:
Data for this measure is
collected through an annual
survey sent to users of proj-
ects completed and opened
to traffic within the previous
year. The districts identify
21 projects – three per dis-
trict – in three different cat-
egories (large – major route
listed as or funded through
major project dollars; me-
dium – district-wide impor-
tance; and small – only
local significance). A sample
of residents is drawn from
zip code areas adjoining the
roadway where the project
was recently completed.
The samples include 500
addresses per project area.

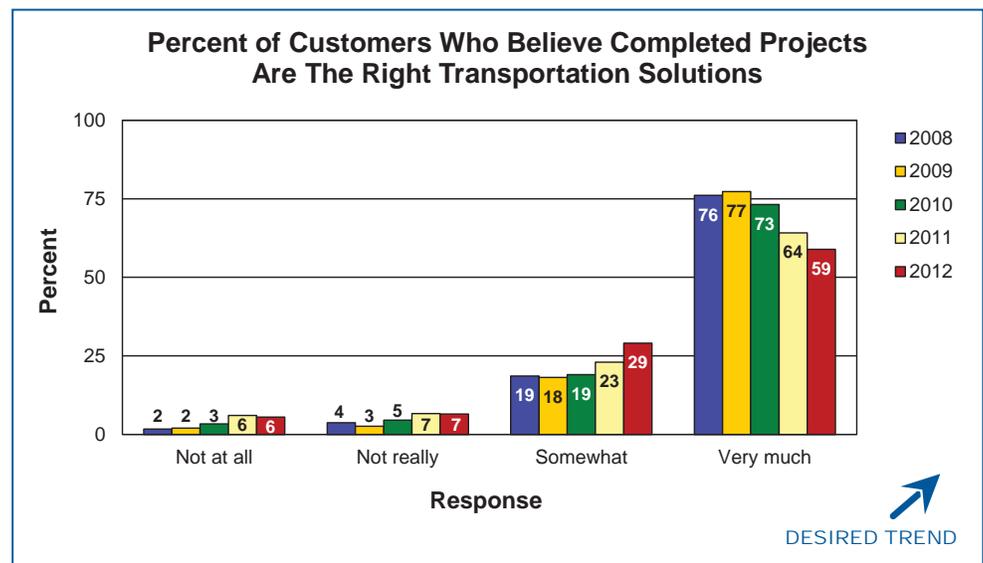
Percent of customers who believe completed projects are the right transportation solutions-3e

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 begin driving daily on the project. This year's survey results continue to show most Missourians are very satisfied with their local project and generally believe that MoDOT provides the right transportation solution.

The majority of respondents thought that the project made the roadway:

- safer (86.3 percent),
- more convenient (84.0 percent),
- less congested (80.1 percent),
- easier to travel (85.0 percent),
- better marked (79.8 percent), and
- was the right transportation solution (88.0 percent).

As part of the questionnaire, each respondent also had the opportunity to provide comments about why his/her local project was – or was not – the right transportation solution. Each comment provided has been shared with the districts for its evaluation and guidance for future projects.



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MEASUREMENT
DRIVER:
Melissa Black,
Customer Relations
Manager

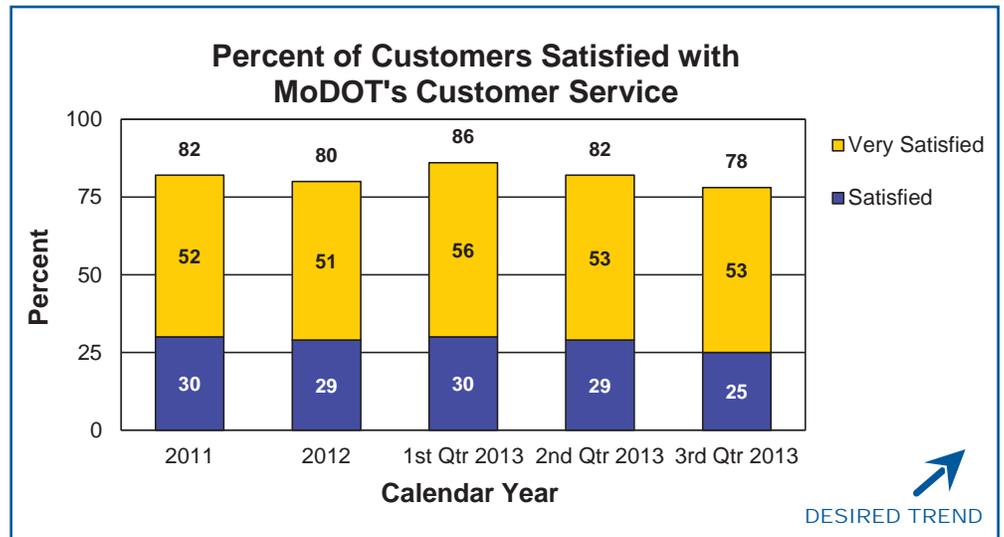
PURPOSE OF
THE MEASURE:
This measure shows how
satisfied customers who
contact MoDOT are with the
politeness, clarity and re-
sponsiveness they receive.

MEASUREMENT
AND DATA
COLLECTION:
The data for this measure
is obtained from a monthly
telephone survey of 200
customers who contacted
a MoDOT customer ser-
vice center in the previous
month. The customer con-
tacts come from call reports
logged in to the customer
service database. Survey
participants are asked to
respond on a Strongly
Agree to Strongly Disagree
scale regarding represen-
tative politeness and how
quickly and clearly MoDOT
responded to and answered
questions or concerns. A
fourth question asks for a
rating of overall satisfac-
tion. This measure also
includes the average time to
complete requests logged
into the customer service
database. Requests that
require more than 30 days
to complete are removed
to prevent skewing overall
results.

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

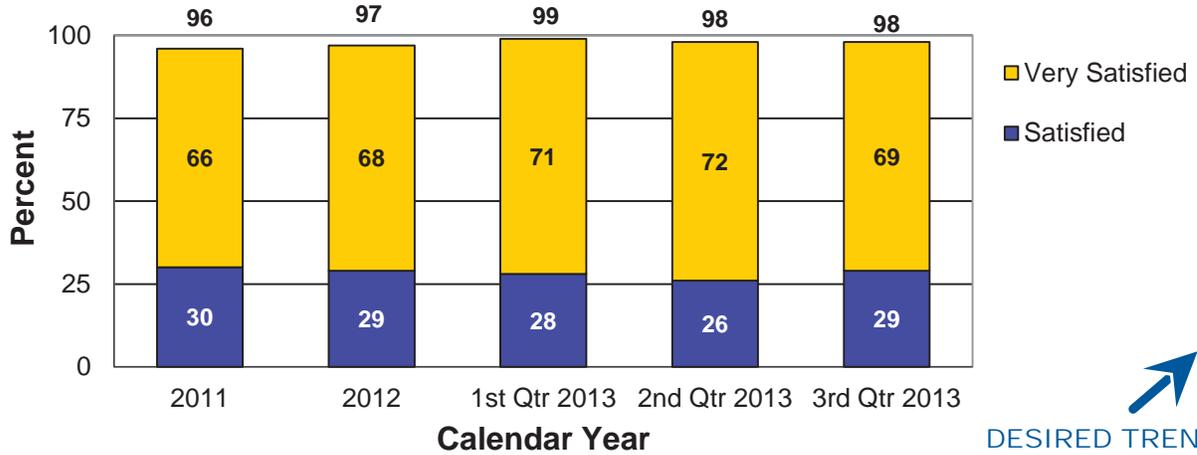
MoDOT actively seeks feedback from the people it serves. In 2012, MoDOT created a statewide “bucket” call system and enhanced an online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach to provide outstanding customer service.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

In the third quarter of calendar year 2013, 78 percent of customers surveyed indicated satisfaction with MoDOT's handling of their question or concern, a decrease of 4 percent from the previous quarter. Satisfaction with politeness was indicated by 98 percent of respondents, 90 percent felt they received a clear, understandable answer and 90 percent were satisfied or very satisfied with the promptness of the response they received. While politeness remains the strongest feature, customers are less happy overall with responses to their requests. The average time to complete customer requests during third quarter 2013 is 1.5 days, a slight increase from 1.3 last quarter.

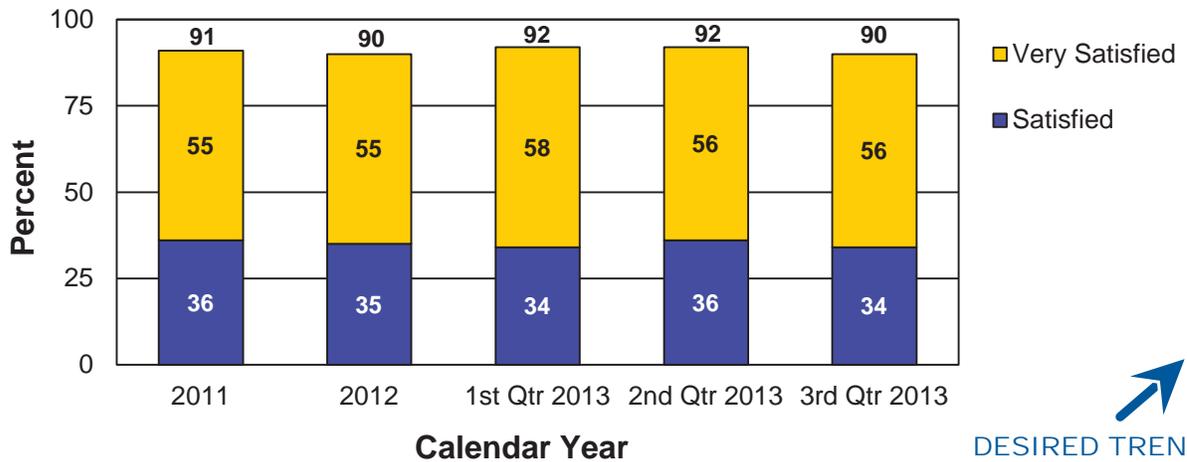


PROVIDE OUTSTANDING CUSTOMER SERVICE

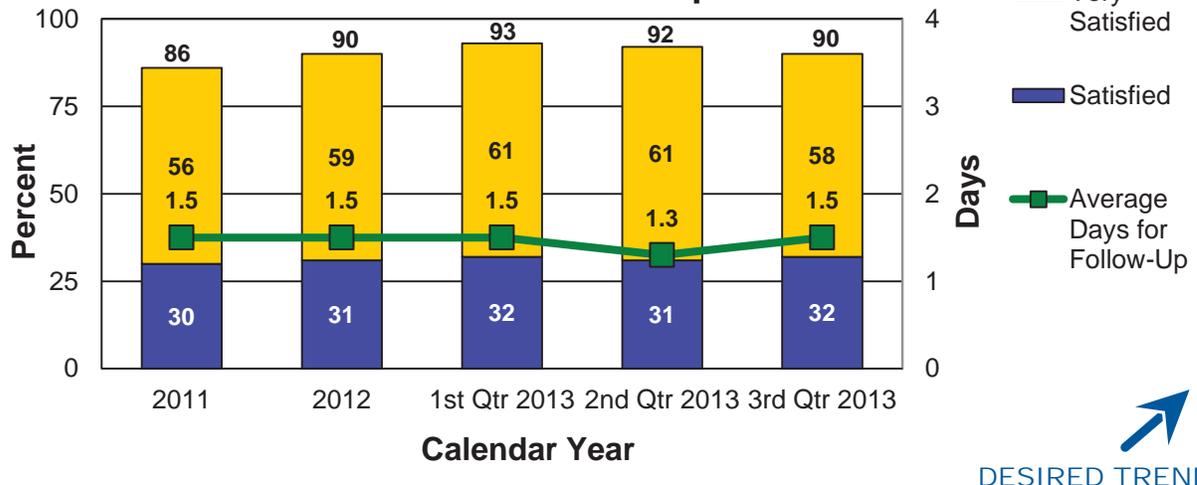
Customer Satisfaction with Politeness of Staff



Customer Satisfaction with Clarity of Response



Customer Satisfaction with Responsiveness



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
DeAnne Rickabaugh,
Customer Relations
Coordinator

PURPOSE OF
THE MEASURE:
This measure tracks how
MoDOT customers receive
and exchange information
with the agency.

MEASUREMENT
AND DATA
COLLECTION:
MoDOT gathers informa-
tion for this measure from
a variety of sources. These
include the annual MoDOT
Report Card survey, Google
Analytics to measure Web
traffic and social media
analytics.

Percent of customer communication engagement-3g

Good organizations share information with the people they serve. The best, most trusted organizations engage customers in conversation. It is easier these days for MoDOT to interact with its customers through Internet-based social media networking websites and applications. However, as platforms for storytelling and accountability, print, television and radio continue their vital information-sharing service.

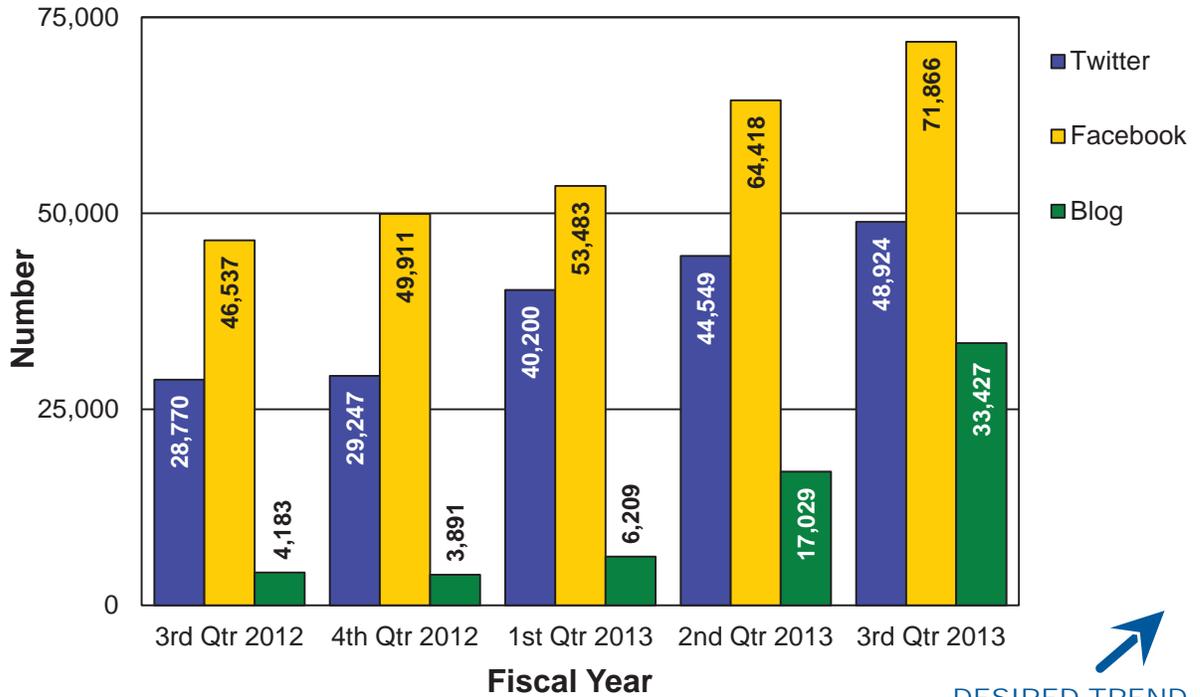
MoDOT's social media accounts continue to attract followers. Recent increases in MoDOT's website visitors and Facebook and Twitter followers can be attributed to flood-related messaging in the third quarter and Save-MOLives Facebook contests. Social media managers statewide continue to seek ways to attract and engage customers.

Though new media provides an opportunity to communicate interactively, traditional communication methods remain the most effective way to convey MoDOT messages. In the MoDOT Customer Report Card, customers reveal they are most likely to learn about MoDOT projects and activities through highway message boards and trusted local reporters.



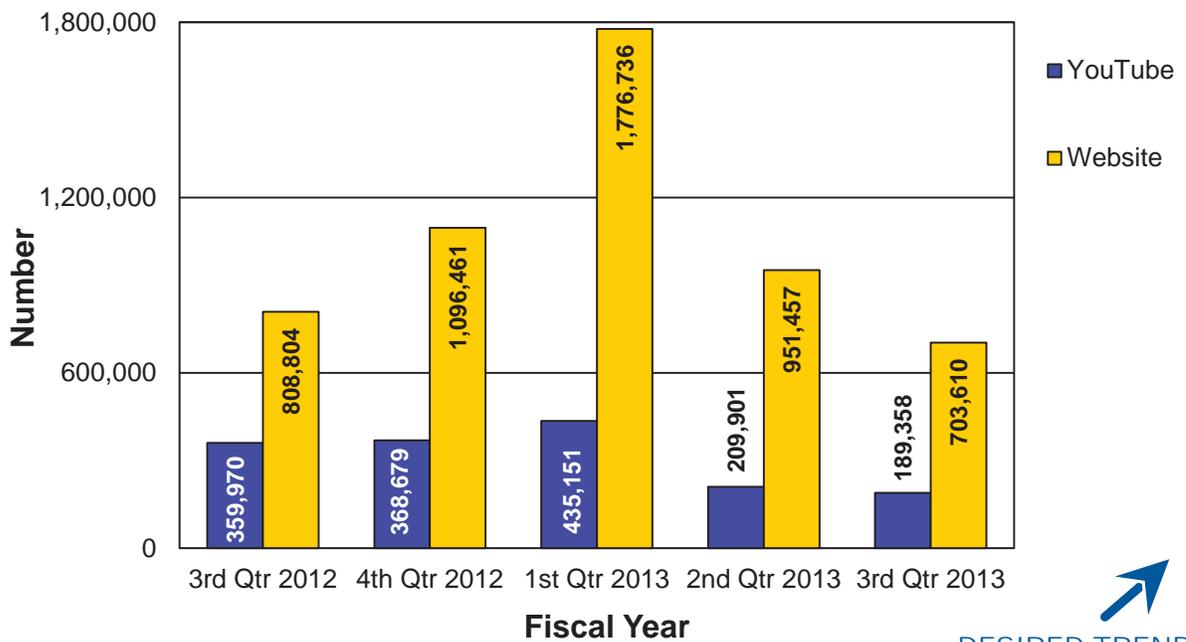
PROVIDE OUTSTANDING
CUSTOMER SERVICE

Social Media Followers and Visitors



DESIRED TREND

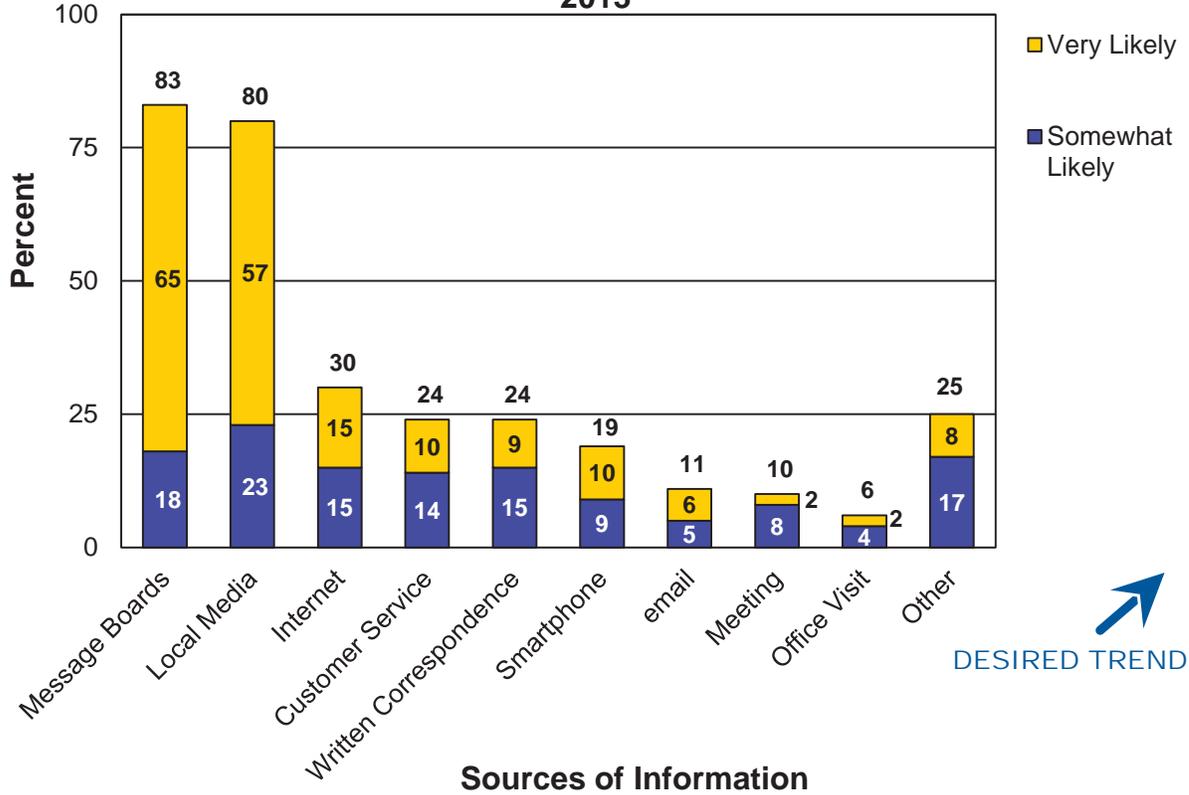
MoDOT Site Visitors



DESIRED TREND

PROVIDE OUTSTANDING CUSTOMER SERVICE

**Customer-Reported Likelihood to use MoDOT Project and Activity Information Sources
2013**



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT DRIVER:

Kelly Backues,
Senior Organizational Per-
formance Analyst

PURPOSE OF THE MEASURE:

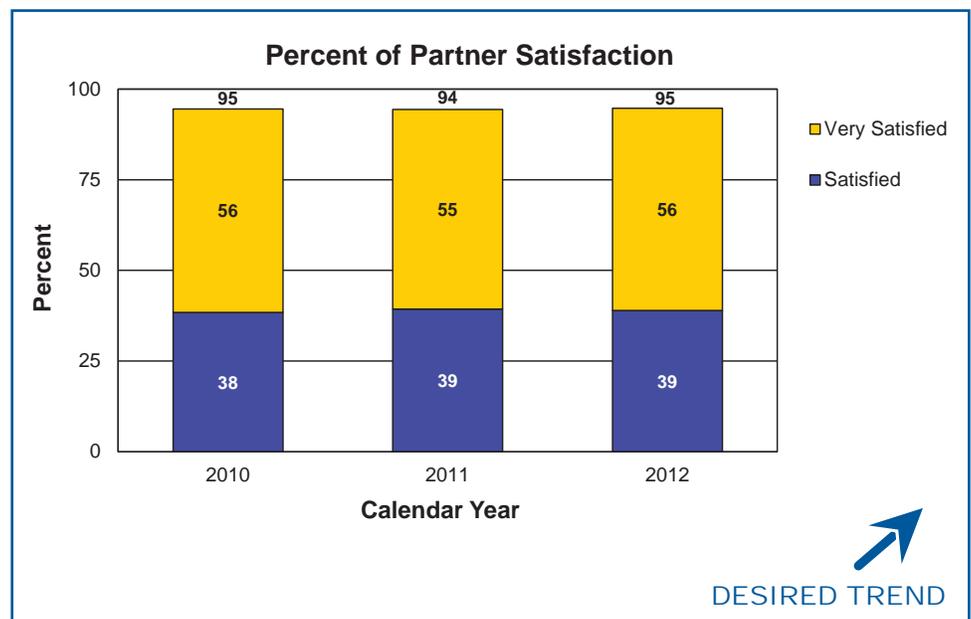
This measure tracks MoDOT's progress toward the goal of increasing the level of partner satisfaction with MoDOT in delivering transportation services.

MEASUREMENT AND DATA COLLECTION:

Customer Relations, working with an independent research and survey firm, conducts an annual survey each January to collect satisfaction data from MoDOT's 11 partner groups. Motor Carrier Services conducts a separate partner survey. State legislators are surveyed separately later in the year. The survey collects data from the previous calendar year and is updated annually in April. The survey groups include agencies and industries representing: bidding, business, construction, design consultants, environmental, highway safety, legislators, local public entities, minority and women-owned construction and consultant enterprises, disadvantaged business enterprises, motor carrier services, multimodal, transportation planning and vendors.

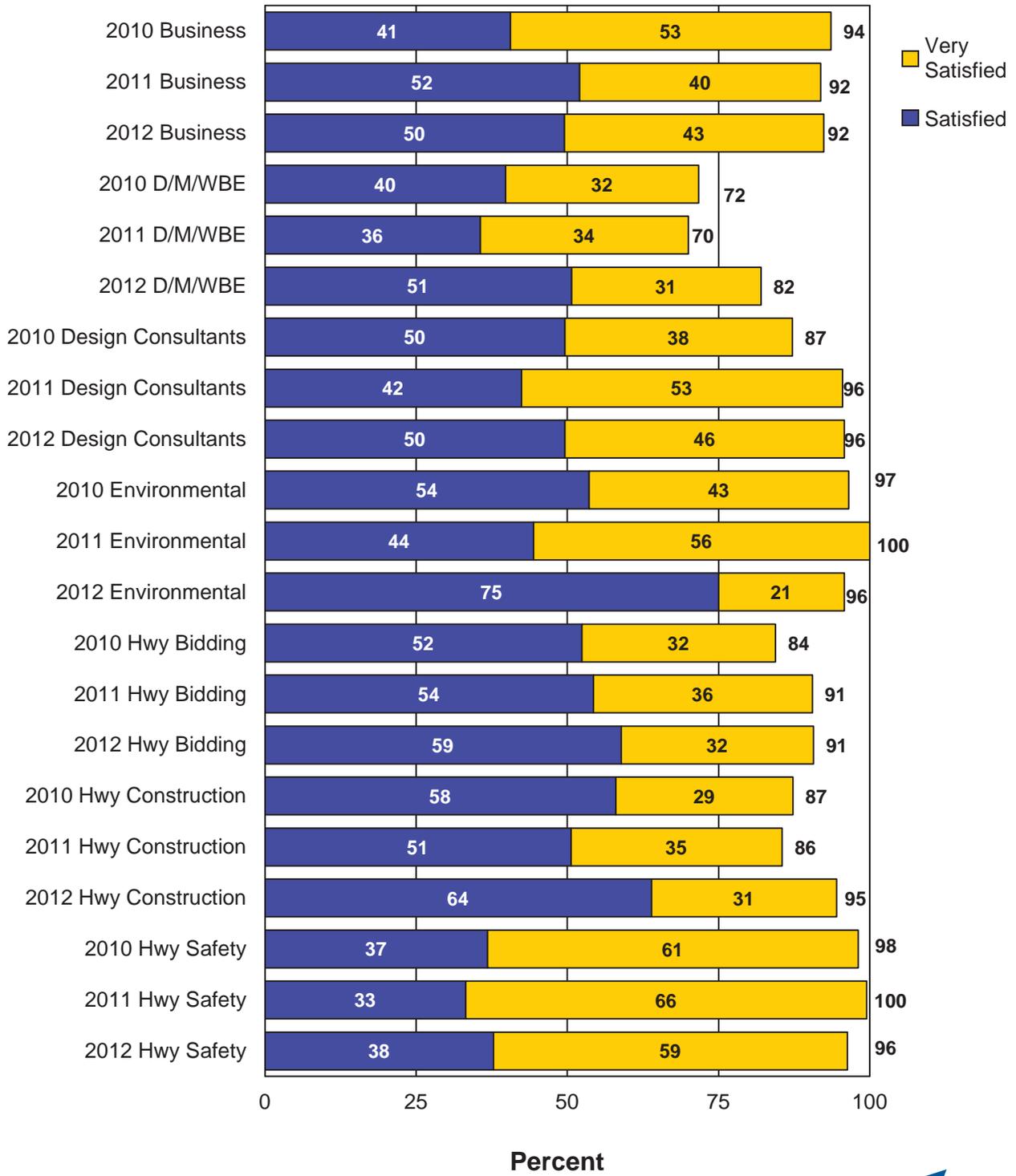
Percent of partner satisfaction-3h

MoDOT relies on a large number of partners to deliver transportation projects and services to Missourians statewide. Each year since 2010, partners completed an online survey indicating their levels of satisfaction in working with MoDOT. During that three-year period, the percent of satisfied and very satisfied MoDOT partners is consistently 94 percent or better. In addition to rating MoDOT's services, participants offer written feedback. That information is used to target specific areas in which MoDOT can improve.



PROVIDE OUTSTANDING CUSTOMER SERVICE

Percent of Partner Satisfaction



DESIRED TREND

PROVIDE OUTSTANDING CUSTOMER SERVICE

Percent of Partner Satisfaction

