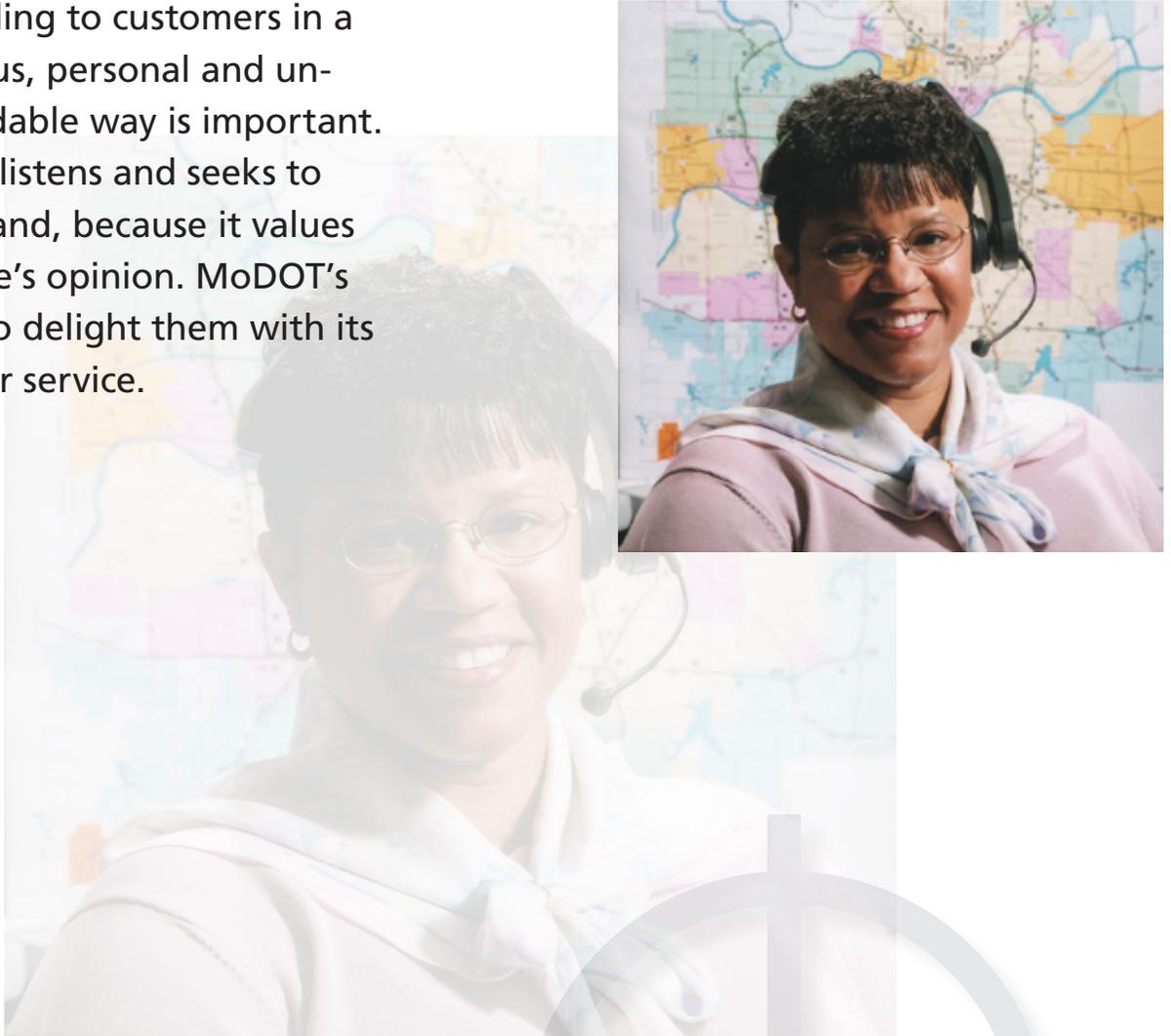


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# Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

*Tangible Result Driver – Shane Peck,  
Community Relations Director*

Responding to customers in a courteous, personal and understandable way is important. MoDOT listens and seeks to understand, because it values everyone's opinion. MoDOT's goal is to delight them with its customer service.



## Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

### *Percent of overall customer satisfaction*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks MoDOT's progress toward the mission of delighting its customers.

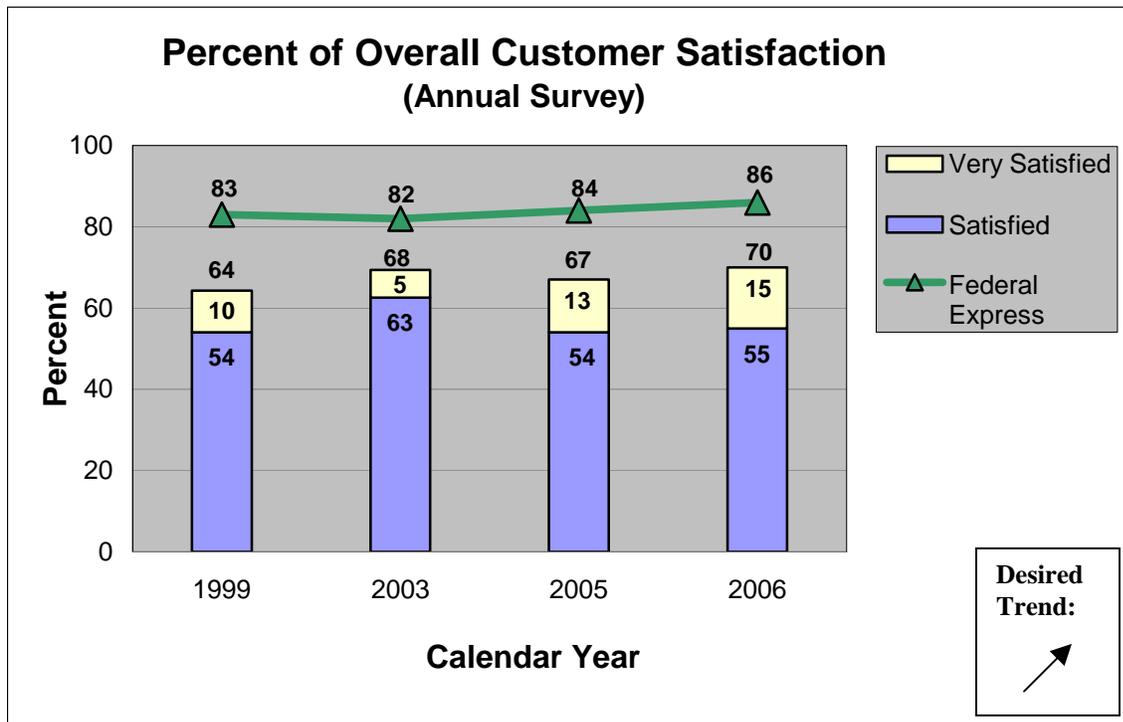
**Measurement and Data Collection:**

This is an annual measure. New data will be available in July 2007. Data is collected as part of a study commissioned by the Missouri Transportation Institute each May. The study interviews 3,500 randomly selected adult Missourians.

Community Relations targeted Federal Express as the benchmark for this measure. Based on information compiled by the American Customer Satisfaction Index, Federal Express has the highest customer satisfaction rate – 86 percent – out of the 200 companies and government agencies that the ACSI scores. Community Relations continues to research customer satisfaction rates for other state departments of transportation. Some of the findings: Alaska had an 80.3 percent customer satisfaction score in 2005; Virginia had an 82 percent satisfaction rate in 2001.

**Improvement Status:**

MoDOT has had a lot of good news to share with Missourians in the year since the last study was taken: completing the Smooth Roads Initiative a year ahead of schedule; the largest construction season ever; the Safe & Sound Bridge Improvement Plan; and the Better Roads, Brighter Future program to name just a few items. However, traffic backups that occurred due to the severe ice and snowstorm across most of the state in December and activities associated with the New I-64 project could negatively affect customer feedback on this measure.



## Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

*Percent of customers who contacted MoDOT that felt they were responded to quickly and courteously with an understandable response*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Manager

**Purpose of the Measure:**

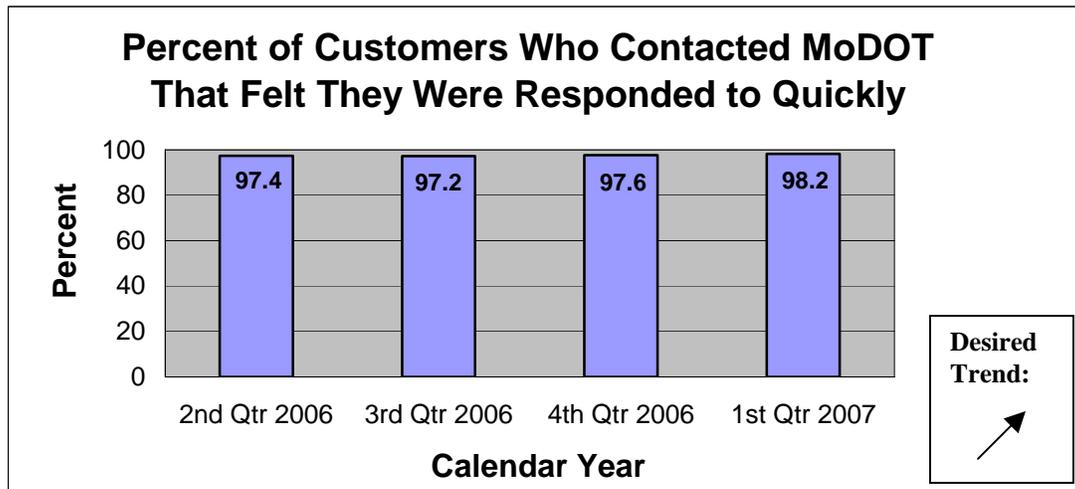
This measure indicates whether customers are comfortable with the speed, courtesy and clarity of MoDOT customer service.

**Measurement and Data Collection:**

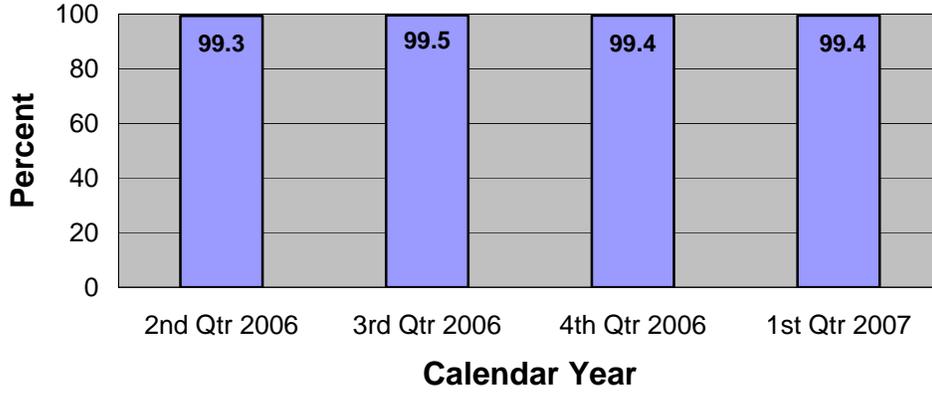
Customers who contact MoDOT Customer Service Centers are asked to complete a short telephone survey when their business with the customer service representative is complete. Callers who agree are forwarded to an automated survey that asks three “yes or no” questions on the timeliness, accuracy and courtesy of the call.

**Improvement Status:**

Results continue to be extremely high across the board. This data comes from 6,030 surveys taken in the past quarter. Ongoing “secret shopper” efforts encourage continued improvement.

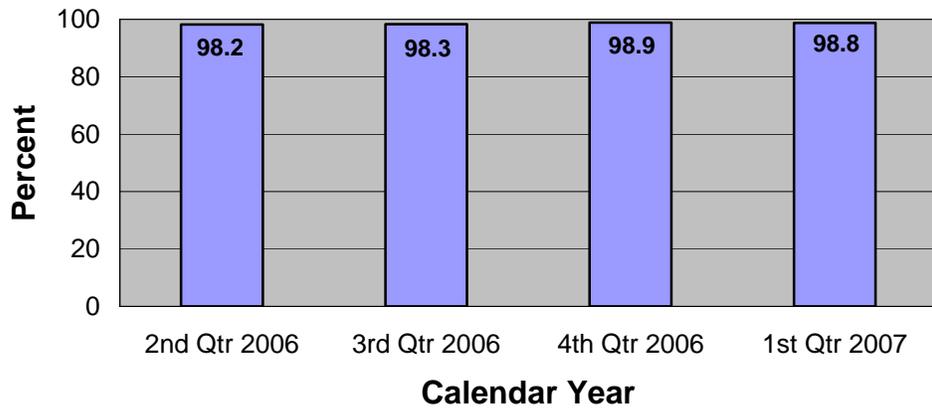


### Percent of Customers Who Contacted MoDOT That Felt They Were Responded To In a Personal and Courteous Manner



Desired Trend:  
↗

### Percent of Customers Who Contacted MoDOT That Understood the Response Given



Desired Trend:  
↗

# Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

## *Percent of documented customer requests responded to within 24 hours*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Manager

**Purpose of the Measure:**

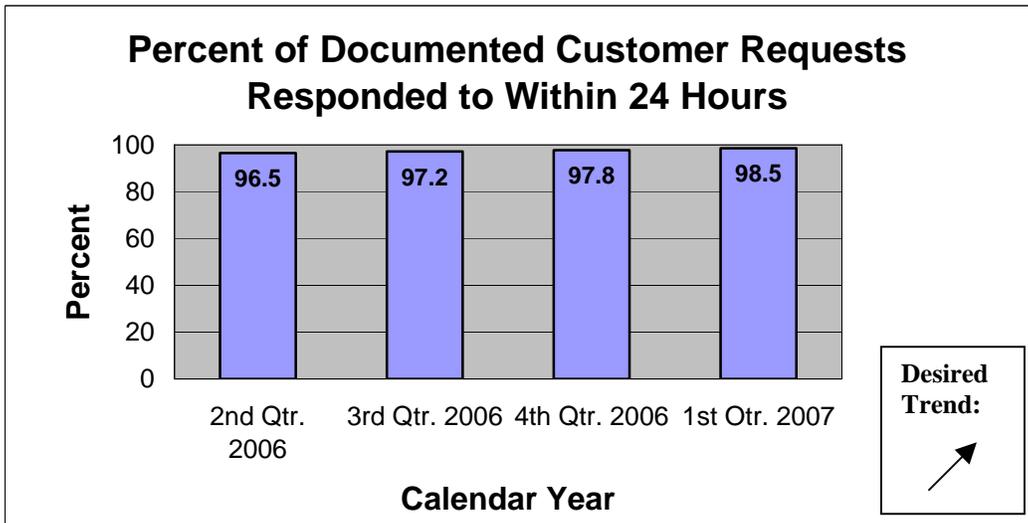
This measure tracks how quickly MoDOT responds to customer requests through the customer service centers.

**Measurement and Data Collection:**

This information comes from the customer service database, where customer requests requiring follow-up are documented from the time the call comes in until the request is responded to. This may include requests for signs, traffic signal review, pothole patching or work zone congestion. More than 90 percent of our total customer requests are responded to immediately, including basic phone call transfers, questions, or requests for general information. These routine contacts are not documented here.

**Improvement Status:**

Numbers are extremely high in this area and continue to improve. Database improvements to document response times, including e-mail reminders for delayed responses, will help these numbers improve further.



# Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

*Average completion time on requests requiring follow up*

**Result Driver:** Shane Peck, Community Relations Director  
**Measurement Driver:** Jeff Briggs, Community Relations Manager

**Purpose of the Measure:**  
 This measure tracks MoDOT’s responsiveness to customer inquiries that are received through the customer service centers and documented in the database.

**Measurement and Data Collection:**  
 Customer requests in the customer service database requiring a completion time of more than 24 hours are tracked for average completion time. Longer-term requests that require more than 30 days to complete are removed from the results, because a few of these longer-term requests would skew the overall results. Time is measured in working days; weekends and holidays are excluded.

**Improvement Status:**  
 Completion times are expected to average less than five days, so much improvement is still needed. Districts with slower completion times have been reminded to address customer requests as quickly as practical and report completion to customer service centers to enter in the database. Beginning March 12, districts are now receiving daily, automated e-mail reminders for all requests taking longer than four days. Management visits with all district engineers and community relations managers will emphasize the need to further improve this measure.

