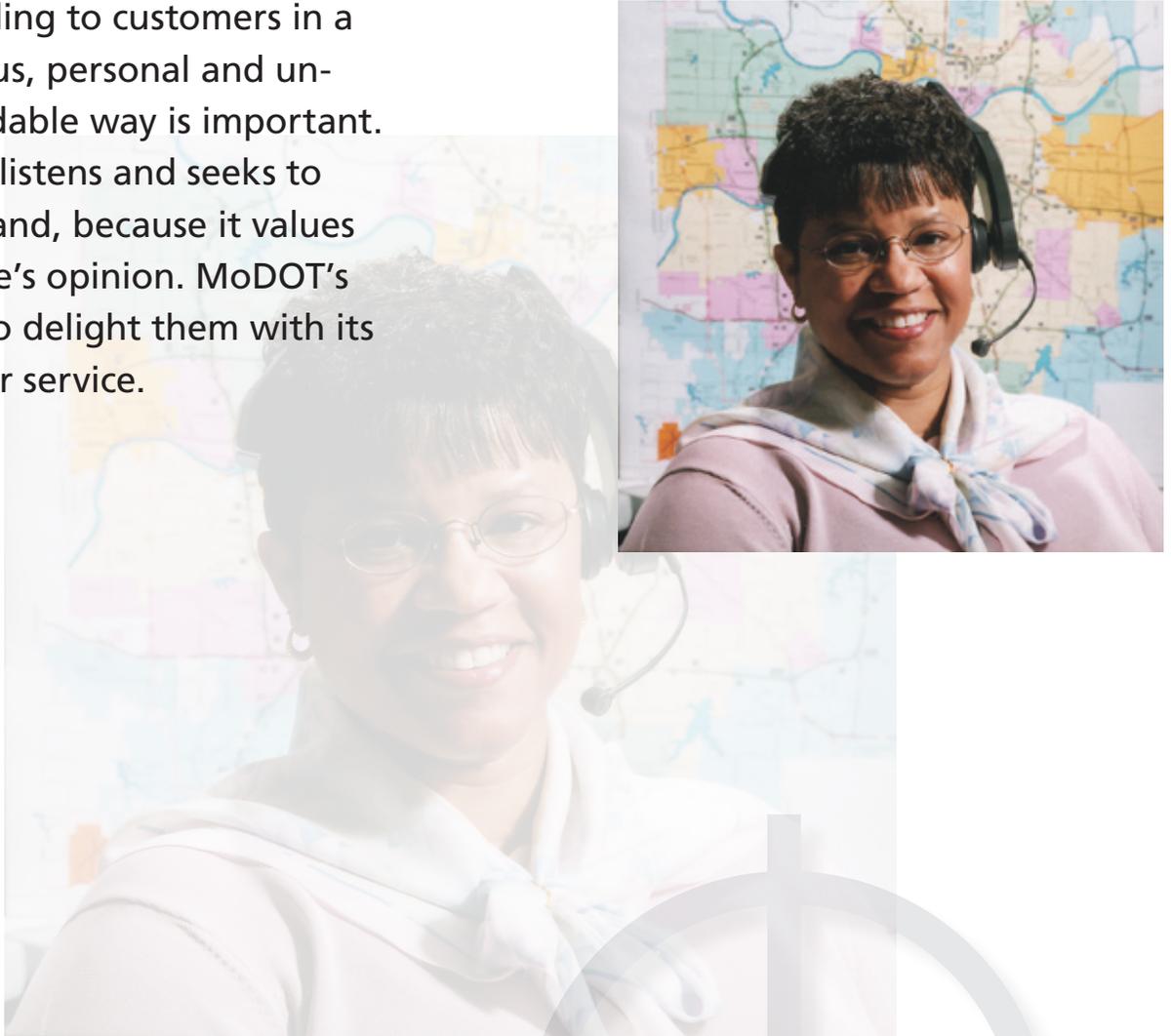


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# Personal, Fast, Courteous and Understandable Response to Customer Requests (Inbound)

*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:**

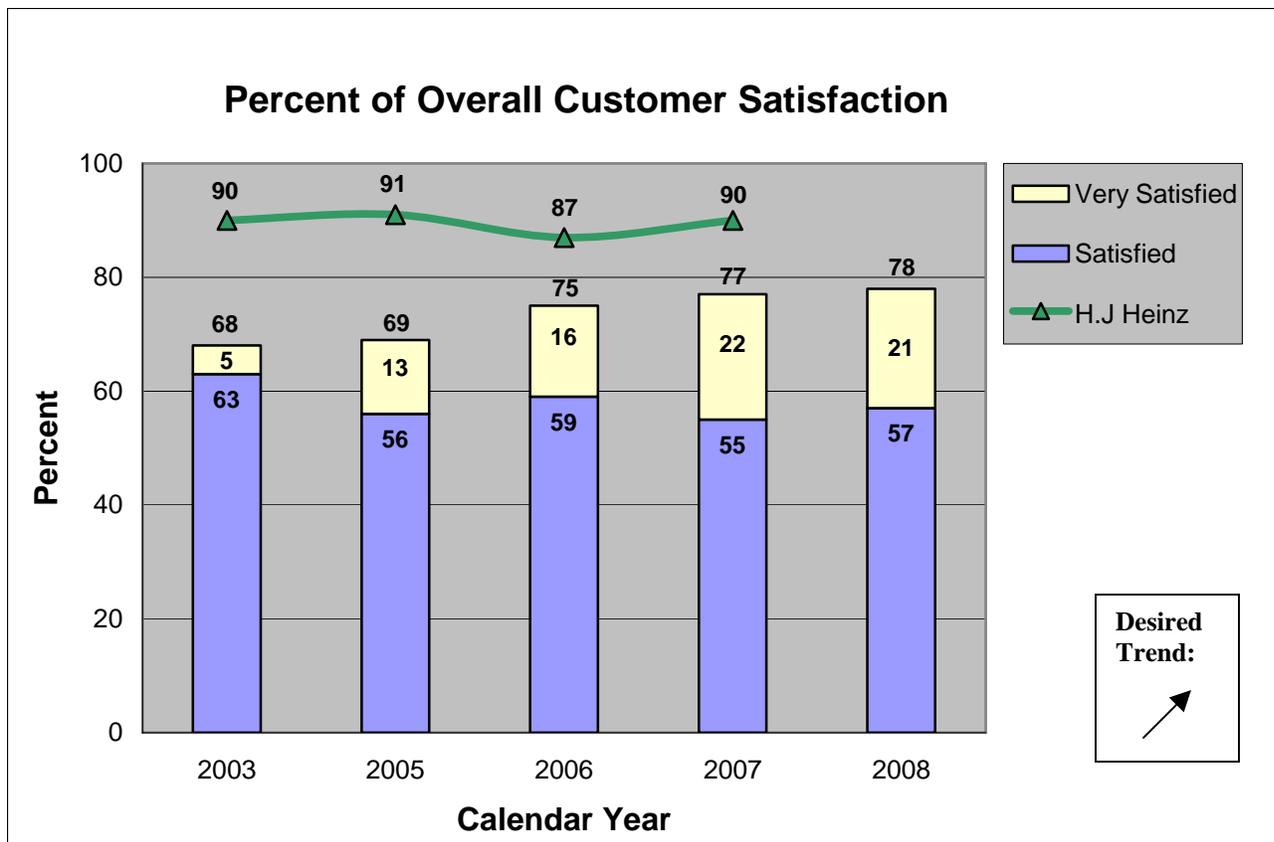
This measure tracks MoDOT's progress toward the mission of delighting its customers.

**Measurement and Data Collection:**

This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. MoDOT is using H.J. Heinz as the benchmark for this measure. Based on information compiled by the American Customer Satisfaction Index, Heinz has the highest customer satisfaction rate – 90 percent – out of the 200 companies and government agencies that the ACSI scores.

**Improvement Status:**

Customer satisfaction with MoDOT rose 1 percent from 77 percent in 2007 to 78 percent in 2008. Since the customer satisfaction survey was first taken in 1999, the percent of people who are satisfied with MoDOT has grown 14 percent, from 64 percent to 78 percent. The percentage of people who are very satisfied with MoDOT remained roughly the same: 21 percent in 2008 as compared to 22 percent in 2007. However, over the past five years, the percentage of people who are very satisfied with MoDOT has grown 16 percent. The percentage of those who reported being dissatisfied with MoDOT dropped from 23 percent to 22 percent in the past year. MoDOT's efforts to improve road conditions, decrease highway fatalities and provide timely, accurate and understandable information likely contributed to overall customer satisfaction.



## 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:** Sally Oxenhandler, Community Relations Manager

**Purpose of the Measure:**

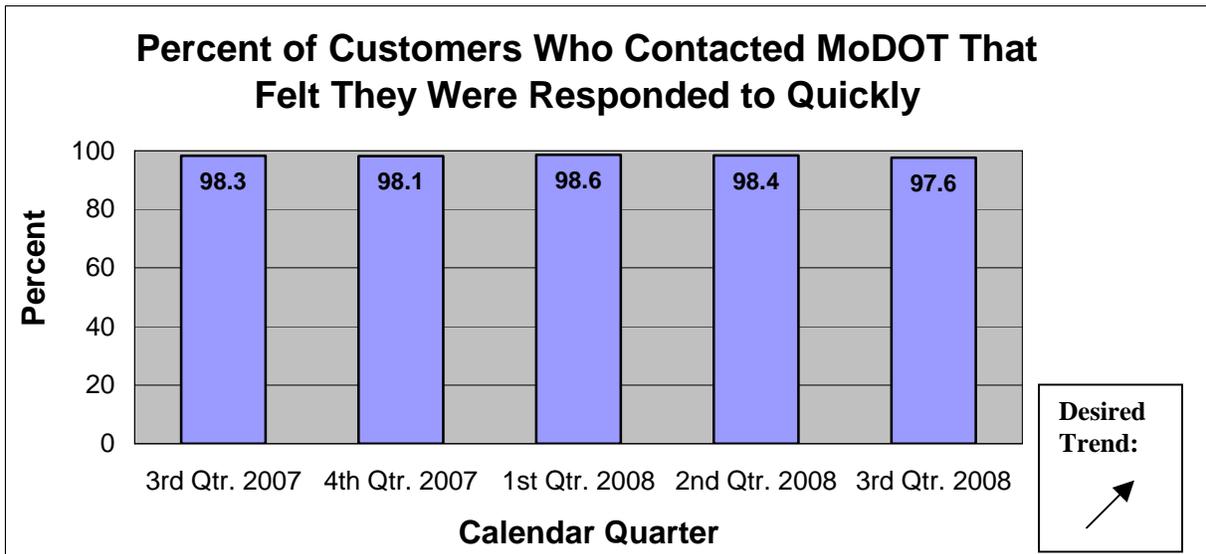
This measure indicates whether customers are comfortable with the speed, courtesy and clarity of MoDOT customer service.

**Measurement and Data Collection:**

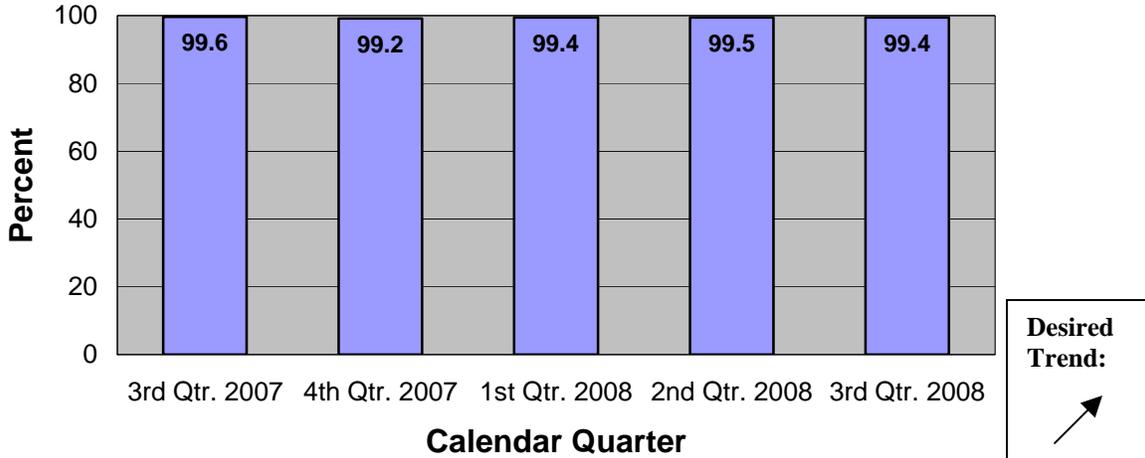
Customers who contact MoDOT Customer Service Centers are asked to complete a short telephone survey when their business with the customer service representatives is complete. Callers who agree are forwarded to an automated survey that asks three “yes or no” questions on the timeliness, accuracy and courtesy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

**Improvement Status:**

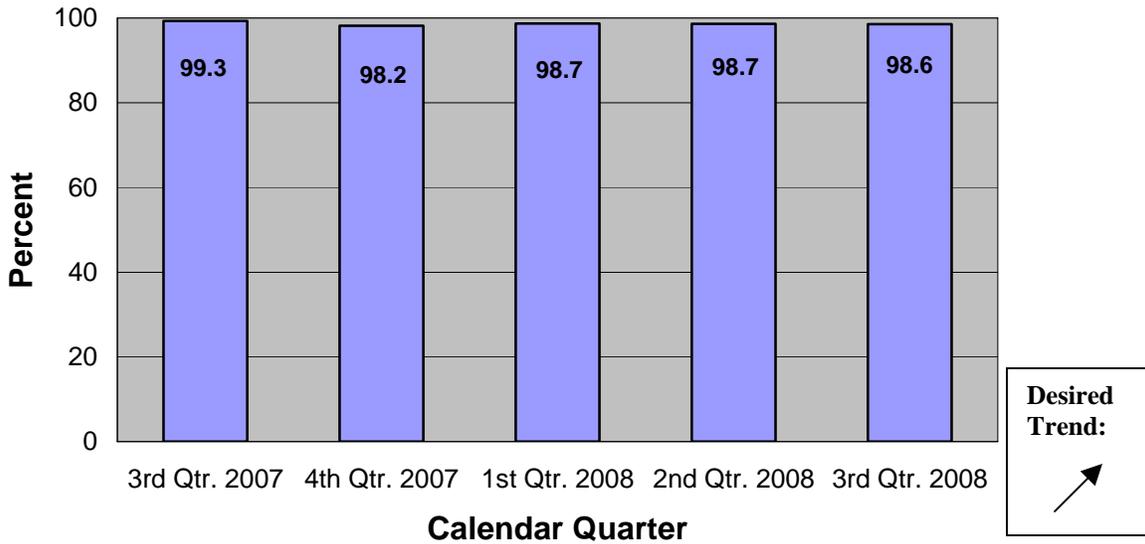
Results continue to be extremely high across the board. This data comes from 4,065 surveys taken in the past quarter. MoDOT has contracted with a calling service to place random calls to the customer service centers as a way to encourage excellent customer service. The service ensures the “secret shopper” calls are conducted on an ongoing basis and the data collected can be used more effectively.



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



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



## 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:** Sally Oxenhandler, Community Relations Manager

**Purpose of the Measure:**

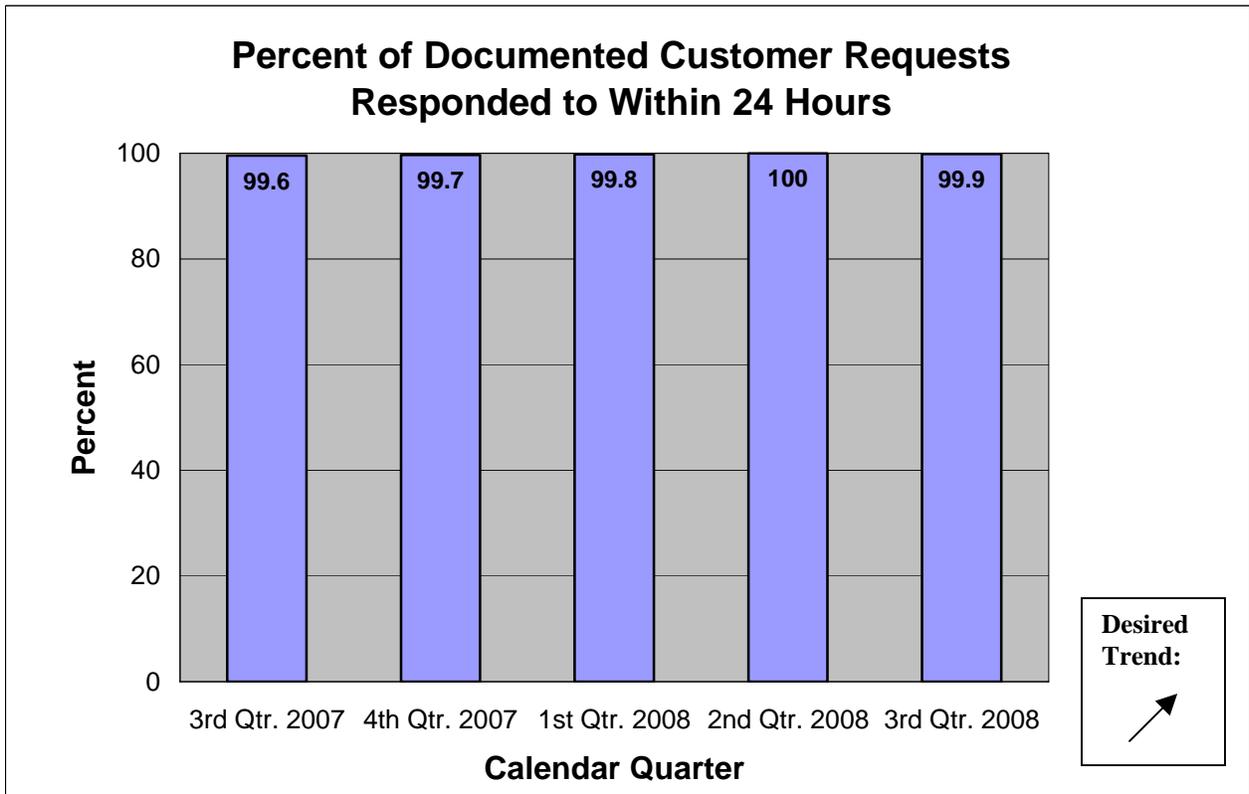
This measure tracks how quickly MoDOT responds to customer requests through the customer service centers.

**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. Almost all 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:**

The response time for addressing customer requests remains extremely high. There were 8,202 documented customer requests in the quarter.



## 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:** Sally Oxenhandler, 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 are tracked for average completion time. Longer-term requests that require more than 30 days to complete are removed from the results because these longer-term requests would skew the overall results. Time is measured in working days; weekends and holidays are excluded.

**Improvement Status:**

Average completion times are up slightly. A backlog of work due to flooding may have had an impact on this measure. There were 8,202 documented customer requests in the quarter.

