

2010 SCoPM Performance Excellence Award Application Cover Sheet

Team Name	Engaging Customers Through Social Media
Date Team Operating from	February 2009 to October 2009
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The following information is an overview of the project and, if selected for recognition, will be used for publicity. This part of the application is not scored; however, the narrative is used as background information for the application. By submitting this application, the organization agrees to publication of award winning applications.

Team Purpose:

Since 2005, MoDOT has used a performance management tool called the Tracker, to gauge successes and failures and increase accountability in areas that are organizationally important to our customers. Since the inception of the Tracker, MoDOT has monitored and pursued improvements in many areas, including the percent of customers who feel MoDOT proves them with timely, accurate and understandable information.

For communication professionals, the exploration into social media is definitely a step out of the comfort zone. Departmentally, the use of social media opens the door for not only praise, but also criticism and controversial discussions. MoDOT determined that the increased public transparency through the use of these tools will, not only encourage increased customer satisfaction, but also allow us to engage customers in new, innovative ways, increase two-way communication, provide quick response to our customer's needs and questions, and provide us with priceless feedback on transportation issues.

At the onset of the social media experience, it was determined that the success or failure of the venture would be determined in a number of ways. First, the percent of customers who feel MoDOT provides timely, accurate and understandable information will increase. Additionally, the success of the social media engagement will be determined by the public consumption of the information made available to them. If the public does not value the information, it will be easy to determine, based on a lack of social media interest.

Impact of Team's Improvement(s):

The impact of the social media presence has been much broader than originally anticipated. In a time when the department's budget is leaner, MoDOT has expanded the communication boundaries and surprised those who believed that government agencies are unable to effectively use emerging tools and technologies, all while using tools already popular with the audience. The use of social media has allowed MoDOT to share important messages in unique ways and more deeply engage with the customer and gain value from a meaningful discussion.

The dialogue between customers, which is available on many of the sites, is a great way to monitor the public sentiment toward MoDOT and receive valuable input on improvements directly from customers. Most importantly, MoDOT has shown the public that when they reach out through these social tools, the department is there to quickly monitor and answer their questions. This has enabled MoDOT to keep customer satisfaction high when budgets are low. Social media has directly impacted MoDOT's ability to achieve the tangible results of incorporating customer involvement and being proactive in outbound communication, ultimately playing a direct part in the increased satisfaction of our customers.

Category 1 - Customer Focus

1.1. List the key customers of the team

- 1.1.a. Missourians
- 1.1.b. Media

1.2. Explain **why you determined that these were key customers**

1.2.a. MoDOT's customers truly are all Missourians. Transportation is not only fundamental, but essential in every Missourian's life, whether by highway, bicycle paths, rail, ports, air or pedestrian crossings.

1.2.b. The media is a key component in reaching Missourians with important transportation news. Media outlets are also increasing their social media communication substantially in order to gather leads and information.

1.3. Explain **how the team listened to and collected information from the key customers**

1.3.a. MoDOT researched the social media sites that many customers are already using, and began listening to responses on posted topics, as well as asking questions about what type of information was most valuable to customers. Through these social media communication tools, the department gathered that the customer expects timely information and responses to questions via social media sites.

1.3.b. MoDOT monitors what the media contacts post via Twitter and Facebook and what questions they ask of us. Through this communication, the department was able to determine that the media wants links to more information and an easy way to package material for stories, such as corresponding photos and video.

1.4. Explain **how the team turned information collected from the customers into requirements**

1.4.a. MoDOT research of the growing popularity of social media sites presented the knowledge that this was the best way to reach customers with important information right where they were, rather than expecting them to come to us. MoDOT needed to offer the right type of information in a timely manner to the appropriate sites, based on how customers were already using social media. MoDOT also needed to constantly monitor the sites to ensure a timely response to questions and comments. Ultimately, MoDOT strives to meet the expectations of its customers. The results show that, thanks in part to the efforts of the Social Media team, expectations are overwhelmingly being met.

1.4.b. Similar to the importance of providing the public with timely, accurate and understandable information, it is just as essential to provide media outlets with timely, understandable information that is newsworthy. The use of social media improves the availability of information that also meets the expectations of our media partners.

1.5. Explain **how** the team determined both customer satisfaction and dissatisfaction

1.5.a. MoDOT monitors the social media sites each day to answer questions and gauge customer sentiment. This ranges from very specific projects to MoDOT as an organization. MoDOT tracks both negative and positive responses and determines satisfaction on a customer-by-customer basis. As we are involved in a conversation with a customer, we determine satisfaction when the customer is satisfied with our answer or acknowledges they have received enough information. We can determine dissatisfaction by the comments made over a particular project or news item posted. Success is determined by the public consumption of the information made available to them.

Additionally, MoDOT surveys Missourians on an annual basis to determine the satisfaction with the timeliness, accuracy, and understandability of the information they receive. Conversely, the survey also tracks the percentage of Missourians that are dissatisfied in any of the areas as well.

1.5.b. Each year, MoDOT conducts a statewide survey of media outlets in order to determine the satisfaction with the newsworthiness, timeliness, and understandability of the information that we provide them for release. Conversely, the survey also tracks the percentage of media outlets that are dissatisfied in any of the areas as well.

Category 2 - Process Management

2.1. List the process(es) applicable to the team purpose and performance expectations

2.1.a. A key process for this initiative was the research about what social media sites were the most useful for customers and where the department could reach out to the most customers.

2.1.b. A key process was to alert customers and media of the tools available and consistently monitor the sites for any questions or comments from them.

2.1.c. A key process is the receipt of customer expectations and feedback from both Missourians and media outlets on their satisfaction in the specific functional areas.

2.2. Describe the steps taken to achieve the purpose of the team

2.2.a. The identification of successful and most used sites was obtained through market research. The most popular social media sites continue to be Twitter, Facebook, and YouTube, with a continued interest in blogs.

2.2.b. MoDOT has established a relationship with many media outlets, which presents us with the inside track on providing firsthand information to them. Additionally, we have many public relations opportunities to promote our presence on social media sites.

2.2.c. MoDOT relies on the completion of a statewide survey of Missourians and media outlets to gauge the satisfaction in the specific functional areas.

2.3. Explain how the steps taken to achieve the purpose of the team affected efficiency, effectiveness, quality, and/or customer satisfaction attributes

2.3.a. Using the most effective social media tools allow for MoDOT to reach the highest number of Missourians in a very efficient manner. Typically, through a single post or entry, we can reach thousands of customers with important, transportation-related information. Using these tools, which are largely free to implement and maintain, allows us to reach the customers right where they are. These tools can be accessed by our customers or updated by administrators anywhere Internet access is available. Additionally, customers can share this information with their friends and followers with the click of a mouse, encouraging more participation and dialogue.

2.3.b. Social media also allows MoDOT to communicate with media outlets through the joint use of the highly interactive tools. MoDOT Community Relations personnel encourage media outlets to follow the posts available on the social media sites in order to better stay on top of important transportation-related news.

2.3.c. The annual, statewide survey allows MoDOT an opportunity to grade the satisfaction and dissatisfaction of our customers and draw conclusions on the successes or failures of the initiatives that we have pursued in the survey timeframe.

2.4. Explain how the team gathered data, analyzed it, and the tools used to make decisions

2.4.a. Explain how you gathered the data and how you analyzed it.

Data on users/followers of MoDOT's social media sites is gathered through the analytics provided by each of the sites. YouTube, Facebook, Twitter, Flickr and Blogger all track the number of views, comments, fans and followers and present those to the site's administrator.

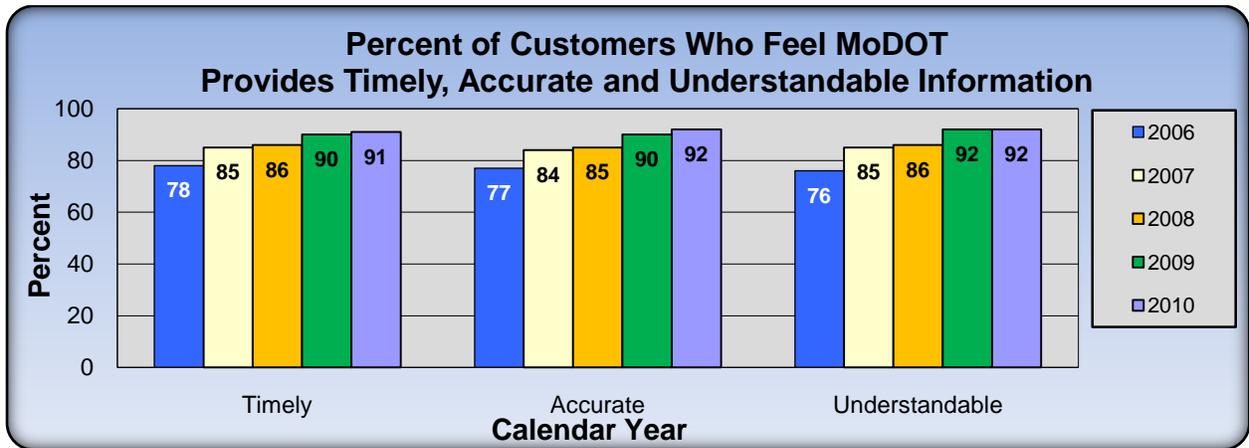
2.4.b. Identify the tools you used from this list: Pareto Chart, Flowchart, Cause and Effect Analysis, Check Sheet, Control Chart, Histogram, and Scatter Diagram

Performance measurement has been embedded into the culture at MoDOT. MoDOT uses performance measures as a tool to gauge successes and failures and increase accountability in areas that are organizationally important to our customer. Since the inception of the Tracker, we have monitored and pursued improvements in many areas, including the percent of customers who feel MoDOT proves them with timely, accurate and understandable information.

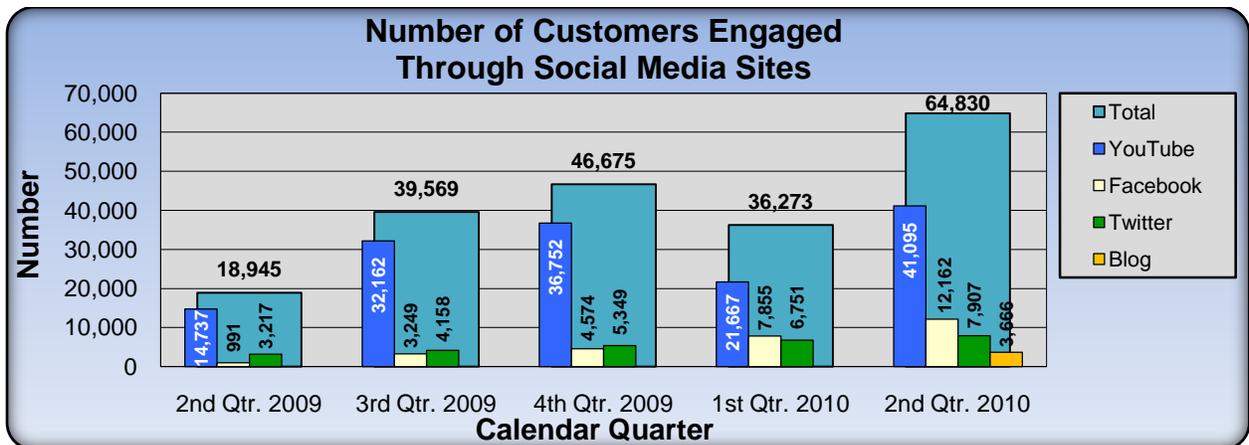
The use of the performance measures shows the direct correlation to the increased customer satisfaction upon the use of social media by MoDOT. Between 2008 and 2009, when the social media team initiated the use of social media as an effective communication tool, customer satisfaction increased dramatically in all three areas, as shown in section 3.1 below.

Category 3 – Results (this section is worth 450 of 1000 point total) Provide one page of graphical results

3.1. Provide current levels and trends for customer satisfaction **and** dissatisfaction



3.2. Provide current levels and trends in key measures or indicators for the process(es) listed in Category 2 above



3.3. Provide current levels and trends in key measures or indicators of effectiveness, efficiency, and/or quality

