

Texas Department of Transportation (TxDOT)

Customer Satisfaction Survey 2016

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Executive Summary

- Majority sentiment around satisfaction levels from all TxDOT customers is positive
 - TxDOT staff have a positive reflection, but there is always room for improvement
 - TxDOT provides timely service to its customers
 - Print information is deemed clear
- Complaints are mostly handled well by TxDOT
- Personal complaints about TxDOT are highly subjective based on personal experience, geographic location, etc.
- Overall, TxDOT is pleasing its customers, but some service issues have been noted

Description of Study

- **Research Focus:**

With a recently redeveloped Mission outlining specific goals and objectives addressing a Focus on the Customer (see below), TxDOT wishes to conduct a customer satisfaction survey among groups of TxDOT customers.

Focus on the Customer – People are at the center of everything we do.

- Be transparent, open, and forthright in agency communications.
- Strengthen our key partnerships and relationships with a customer service focus.
- Incorporate customer feedback and comments into agency practices, project development, and policies.
- Emphasize customer service in all TxDOT operations.

Source: www.txdot.gov

Description of Study

- **Primary Objectives:**

- Develop a customer satisfaction survey based on a list of customer groups provided by TxDOT
- Discover satisfaction levels of TxDOT customers regarding multiple aspects of their interaction with TxDOT

Description of Study

- **Methodology:**
 - In collaboration with TxDOT, GDC developed an online customer satisfaction survey to be disseminated among TxDOT customers
 - TxDOT provided GDC with customer contacts for approximately 30 customer groups (some were combined for dissemination purposes)
 - GDC fielded the survey via email in two phases within a 4-week period beginning March 17 and ending April 15, 2016
 - For the Traffic Information Center Group, the survey was fielded onsite via flyers by TxDOT employees
 - The survey was sent to 26 groups totaling 38,303 recipients

Description of Study

- **Participant Results**

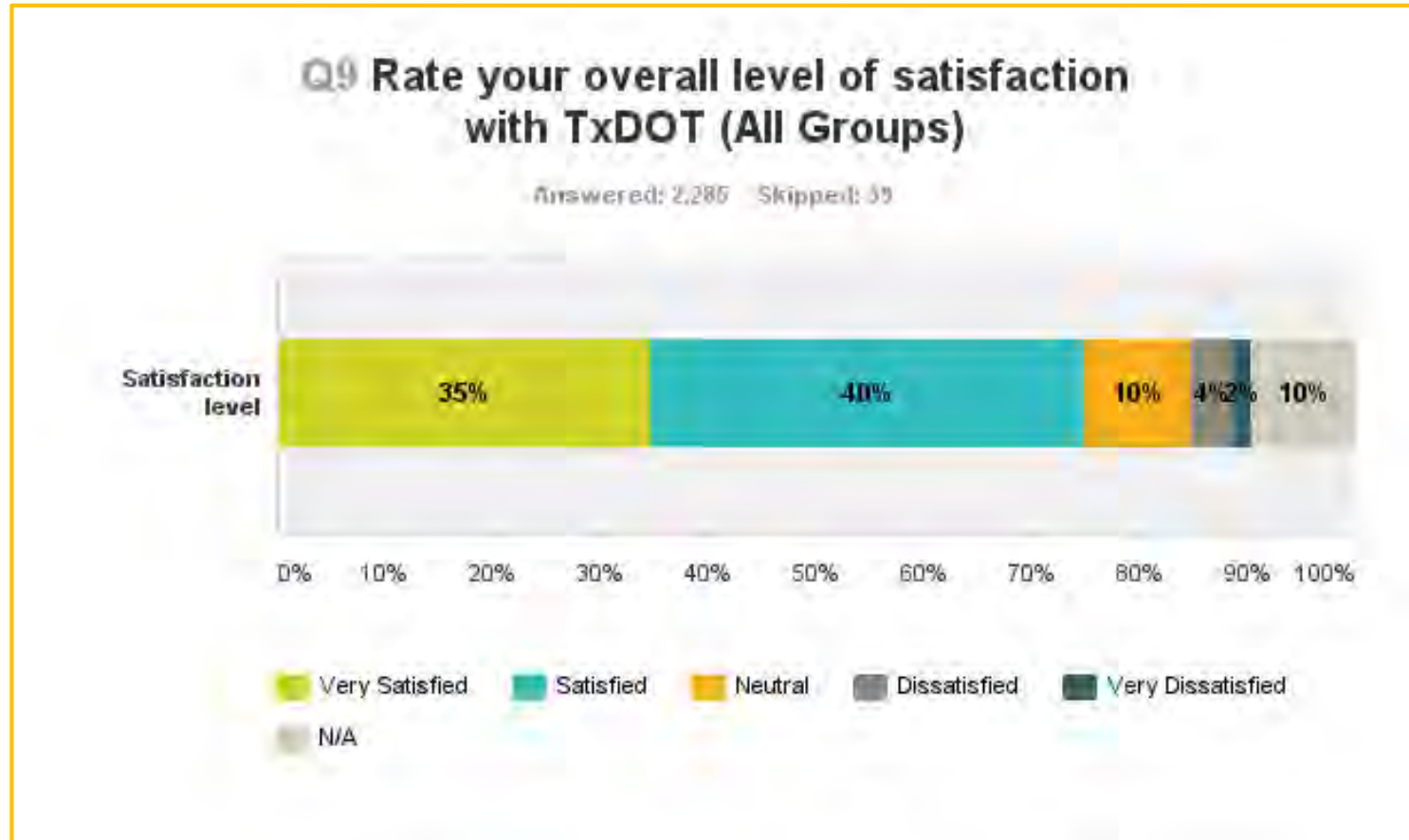
- With 2,342 completes the overall response rate was 6.12%
- Customer groups with response rates large enough to be statistically significant at a 95 percent confidence level (bolded in Table 1) are Texas Highways Magazine(n=1489), Travel Information Centers (n=100), Municipal Composite (n=162), Procurement (n=125), and Transportation Planning and Programming (n=129)
- All other customer groups completed less than 100 surveys within their groups, but their survey data are included in the overall survey results
- See Table 1 for total complete counts by group

Table 1: Group Names and Completion Counts

2016 File Name	2016 Customer Group Name	# Completes
All Customer Groups Combined	All Customer Groups Combined	2342
AVN	Aviation	36
DES	Design/Engineering	15
ENV Ext Customers	Environmental Affairs	65
FED Congressional Delegates and International	Federal/International Affairs	7
FIN	Finance	5
LGP	Legal	0
LE	Letting Management	0
MNT	Maintenance	1
MPO	Metropolitan Planning Organizations	6
Random accounts 2016	TxTag	40
OCC external	Occupational Safety	0
Procurement Division	Procurement	125
PTN Contract list of agencies	Public Transportation	16
RRD - TX RR Co.	Railroad	0
ROW APS Contractors and HBA Licensees	Right of Way	23
SLA 83rd	State Legislative Affairs	0
THM subscribers	Texas Highways Magazine	1489
TS - TRF	Traffic Safety Grant	11
TAP	Transportation Planning/Local Government	0
TIC	Travel Information Centers	100
DONE Acquisition Sellers	Real Estate Management	2
CST & FIN - Top 200 Vendors	Vendors	0
County Composite	County Composite	66
BTAC Contract Membership	BTAC Contract Membership	0
TRF - RRD	Railroad	6
Properties w/commercial buildings division	Real Estate Management	0
OPI external stakeholders	Office of Public Involvement	0
OGC External clients	Office of General Counsel	2
OCR2 contacts	Office of Civil Rights	0
Municipal Composite	Municipal Composite	162
TPP	Transportation Planning and Programming	129

Data Presentation

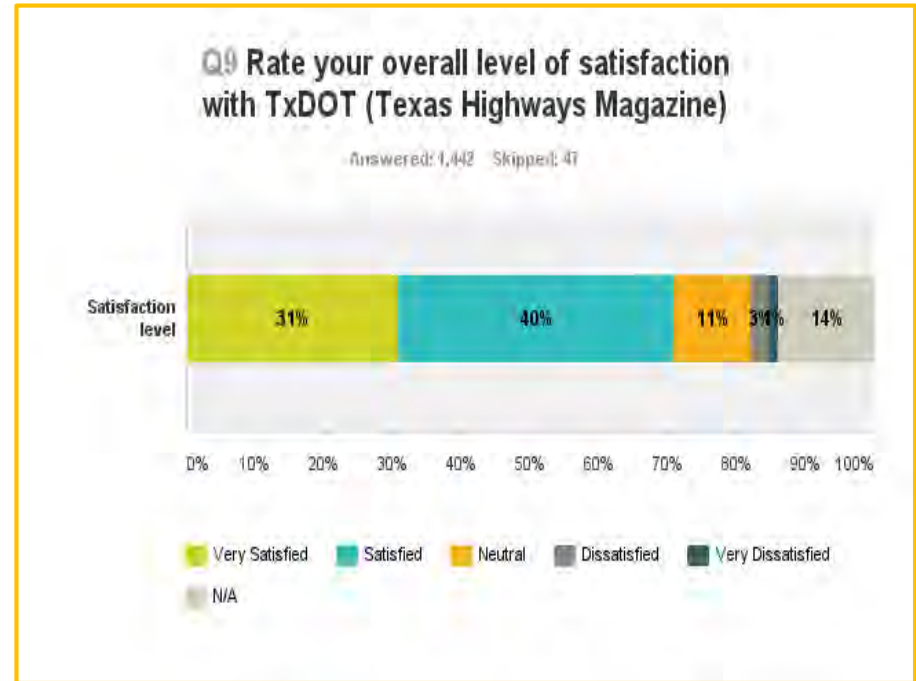
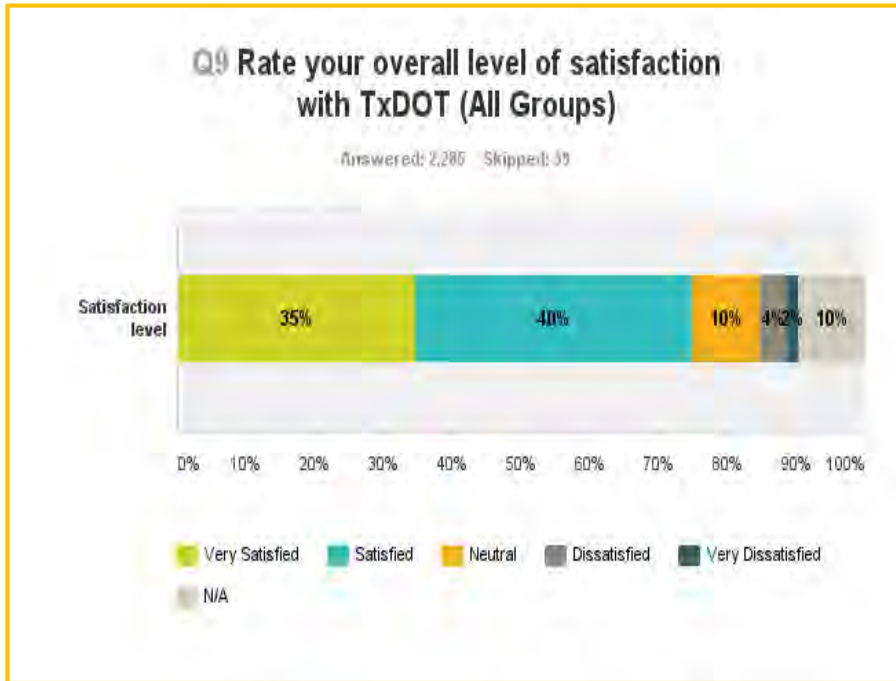
- Overall Satisfaction with TxDOT



- 75% of all TxDOT customers are satisfied with TxDOT overall
- Dissatisfaction is minimal at 6%

Data Presentation

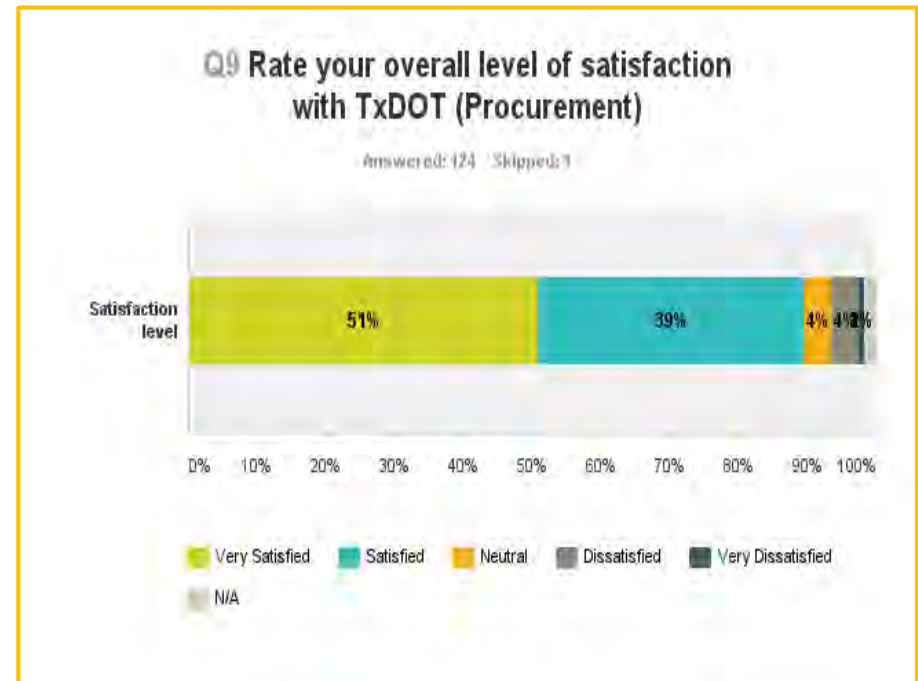
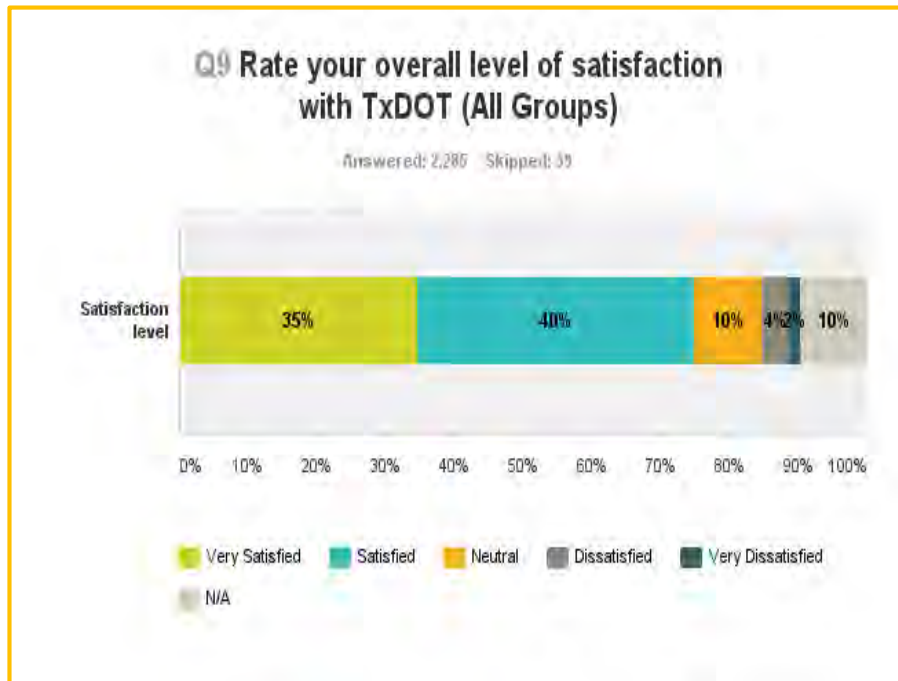
- Overall Satisfaction with TxDOT



- Similar satisfaction levels between Texas Highways Magazine customers and All Groups combined

Data Presentation

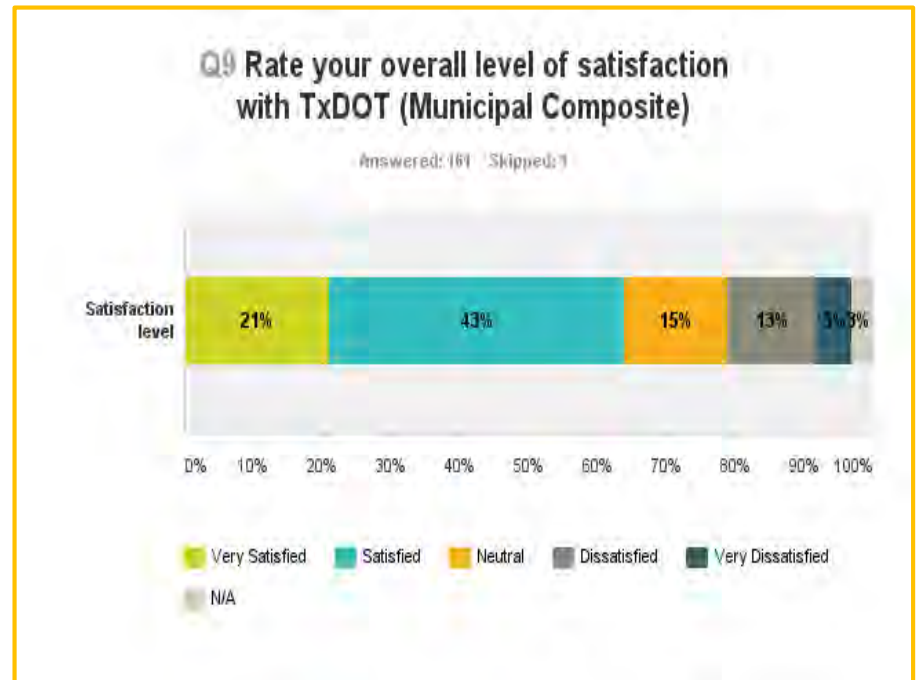
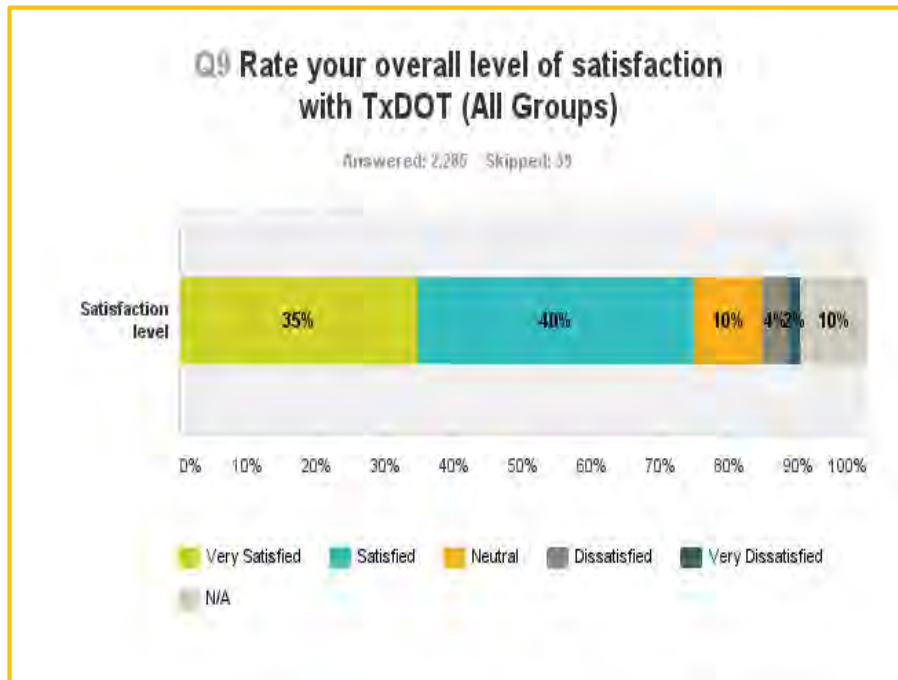
- Overall Satisfaction with TxDOT



- Procurement customers show even greater satisfaction levels with a 90% satisfaction rate

Data Presentation

- Overall Satisfaction with TxDOT



- Municipal Composite (MC) customers have a 64% satisfaction rate and 18% dissatisfaction
- MC customers have the highest dissatisfaction rate of TxDOT customers

Data Presentation

Q9 Rate your overall level of satisfaction with TxDOT (All Groups)

Answered: 2,287 Skipped: 59



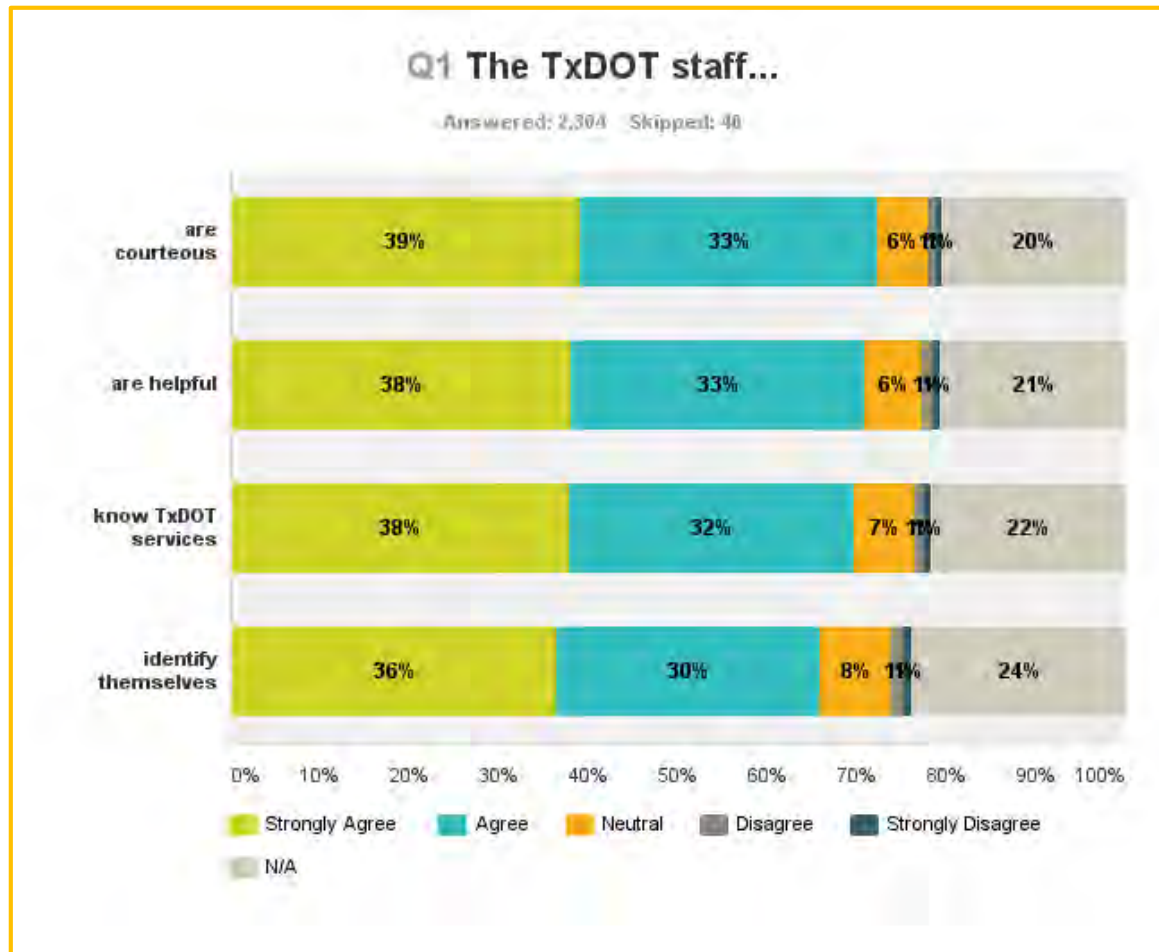
Q9 Rate your overall level of satisfaction with TxDOT (Travel Information Centers)

Answered: 98 Skipped: 1



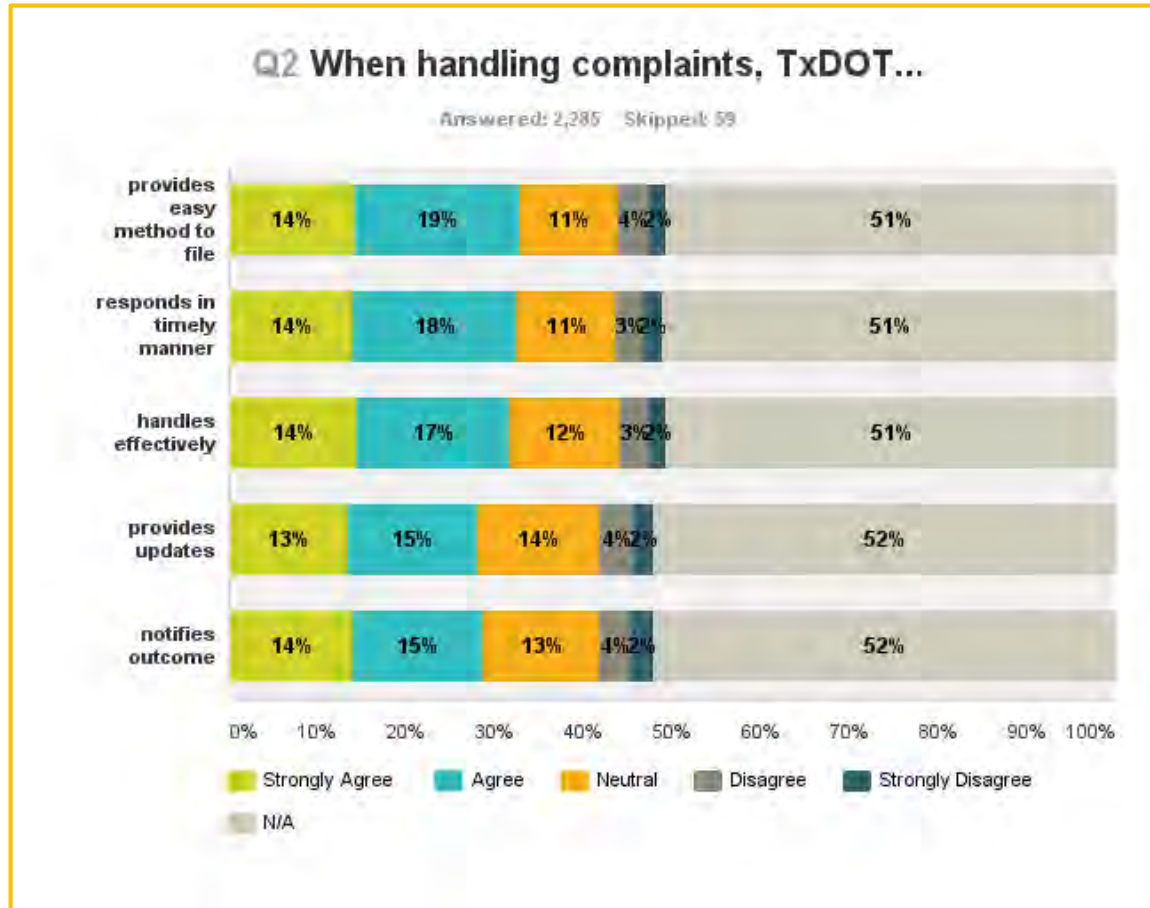
- Travel Information Center customers are nearly 100% satisfied with TxDOT

Data Presentation



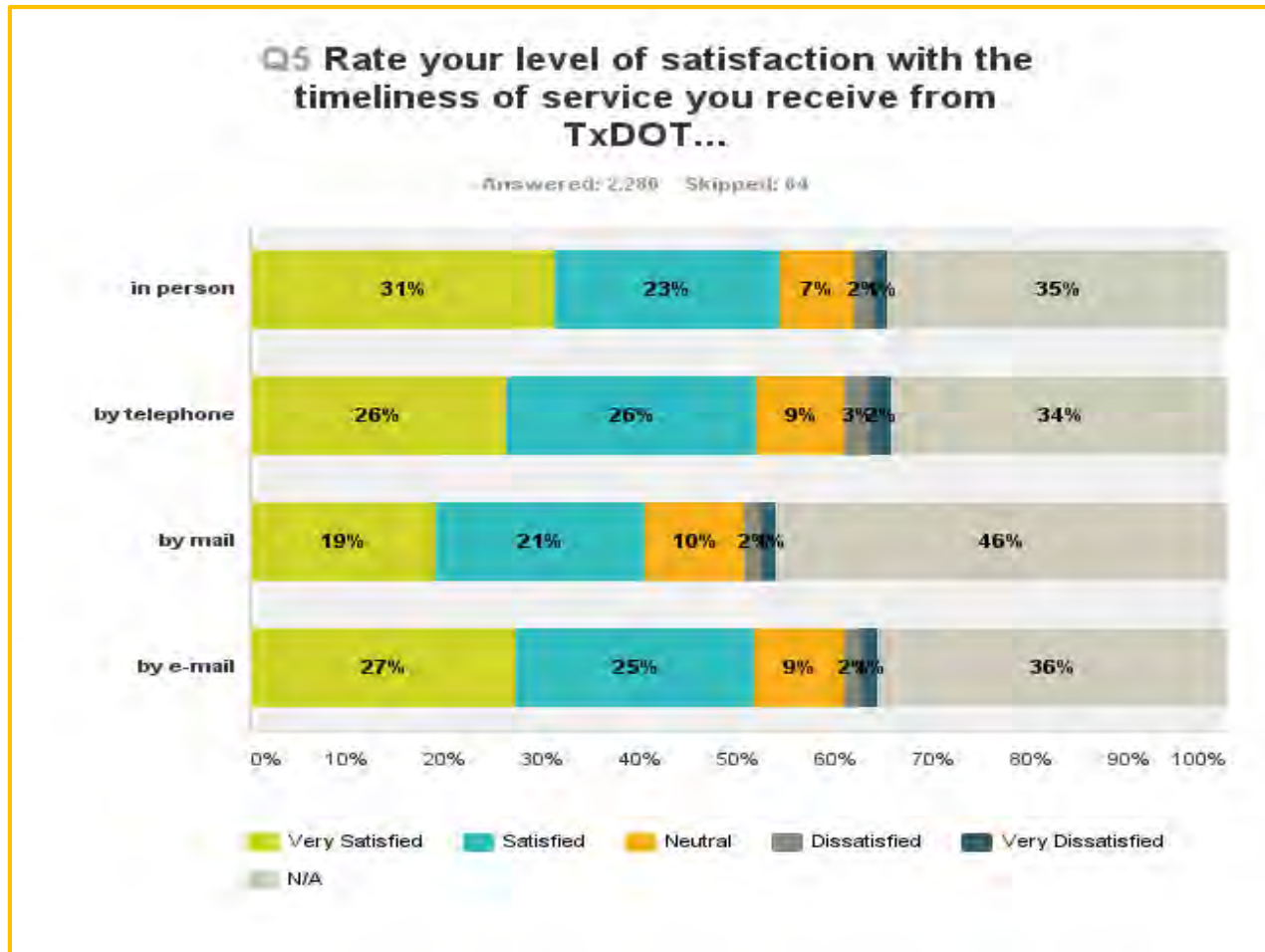
- Customers deem TxDOT staff in mostly positive manner across all variables
- Negative sentiments are minimal at 1% and 2%
- TxDOT staff could work on identifying themselves better to customers

Data Presentation



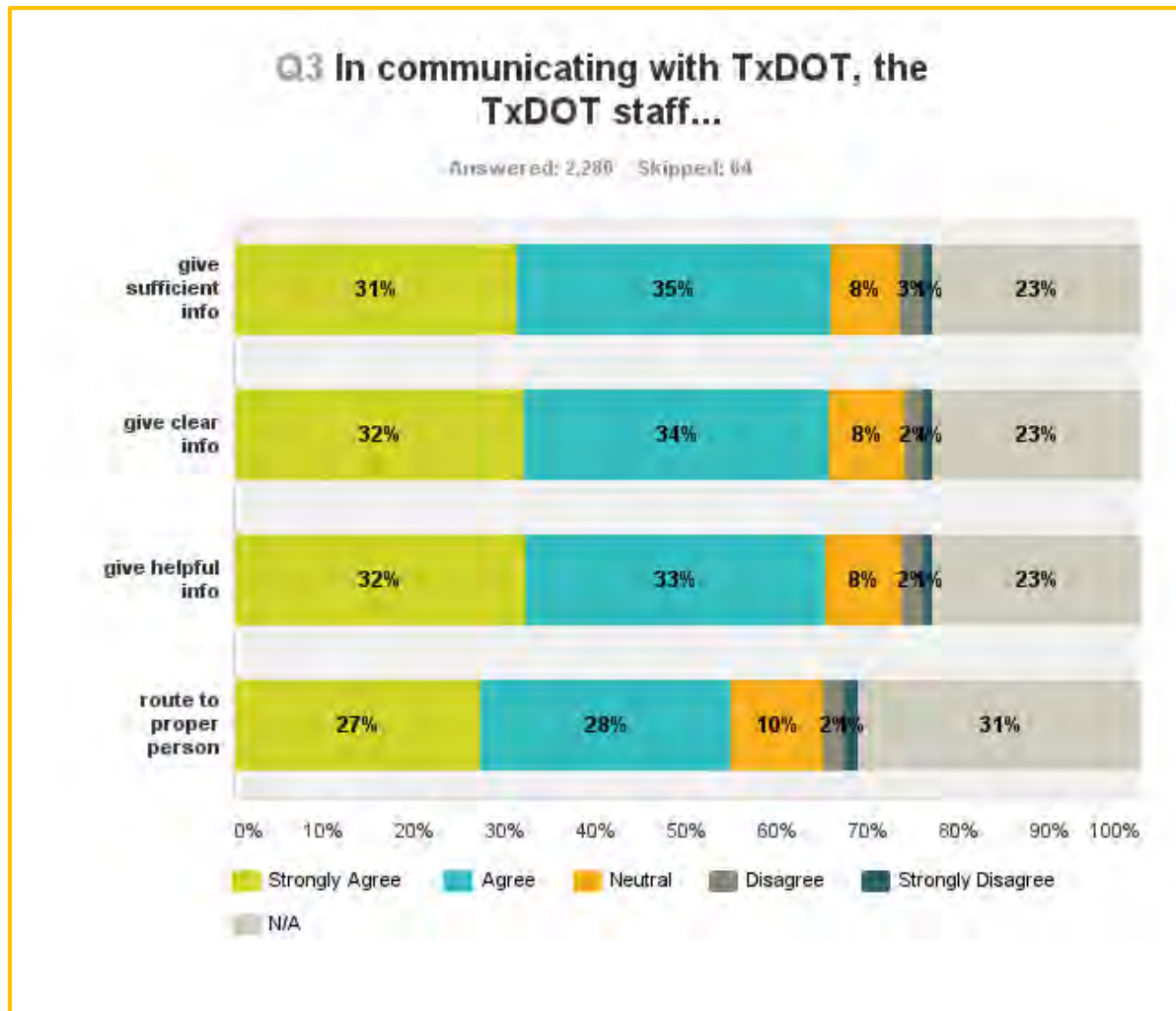
- Over 50% not applicable or neutral to commenting on complaints
- Customers show a low level of negative sentiment with complaints, but still there is always room for improvement
- Complaints are subjective to individual respondents based on personal experience (see open-ended responses)

Data Presentation



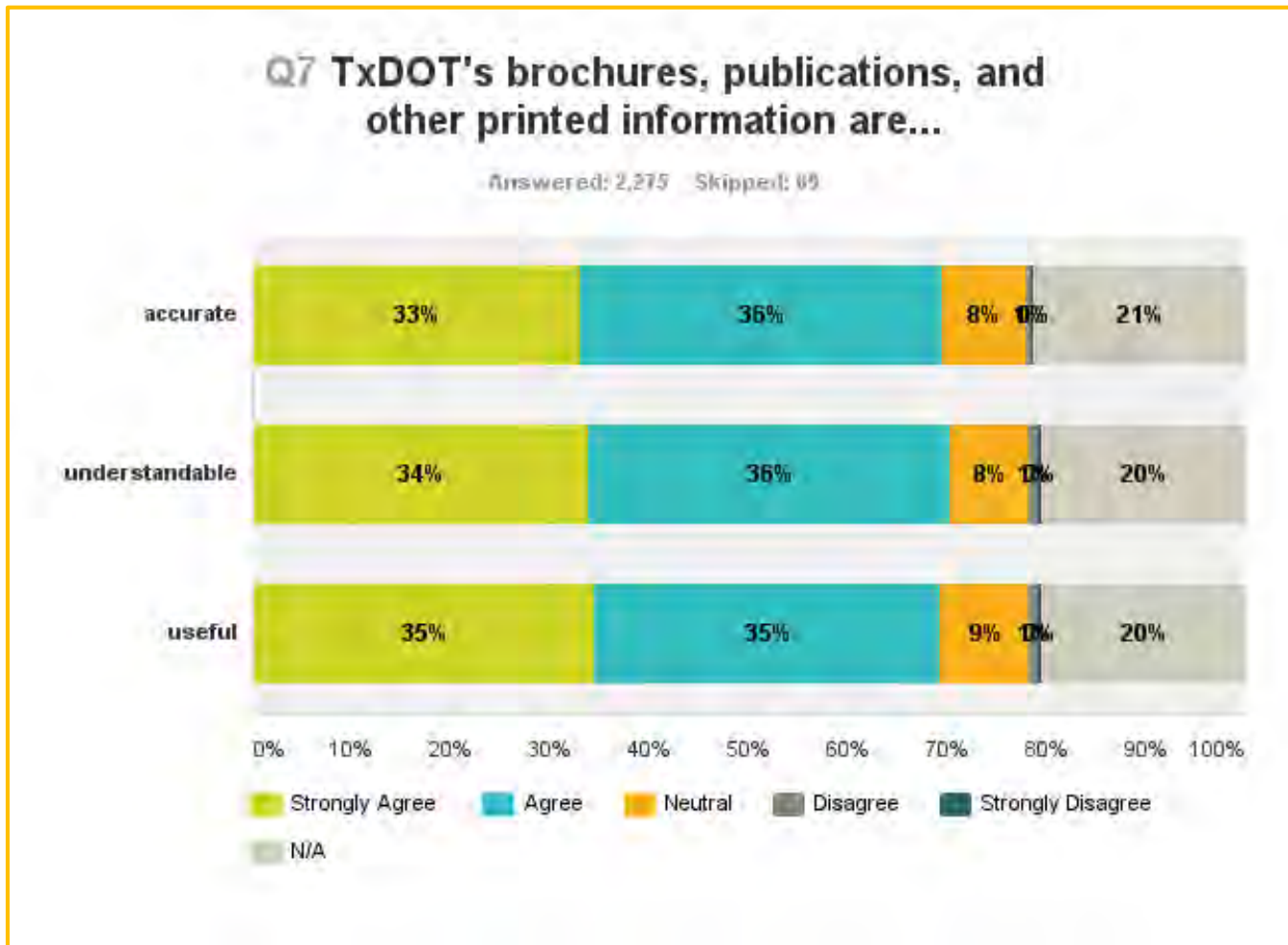
- Majority of TxDOT customers are over 50% satisfied with the timeliness of service they receive
- Many of TxDOT customers are inapplicable, especially with regular mail

Data Presentation



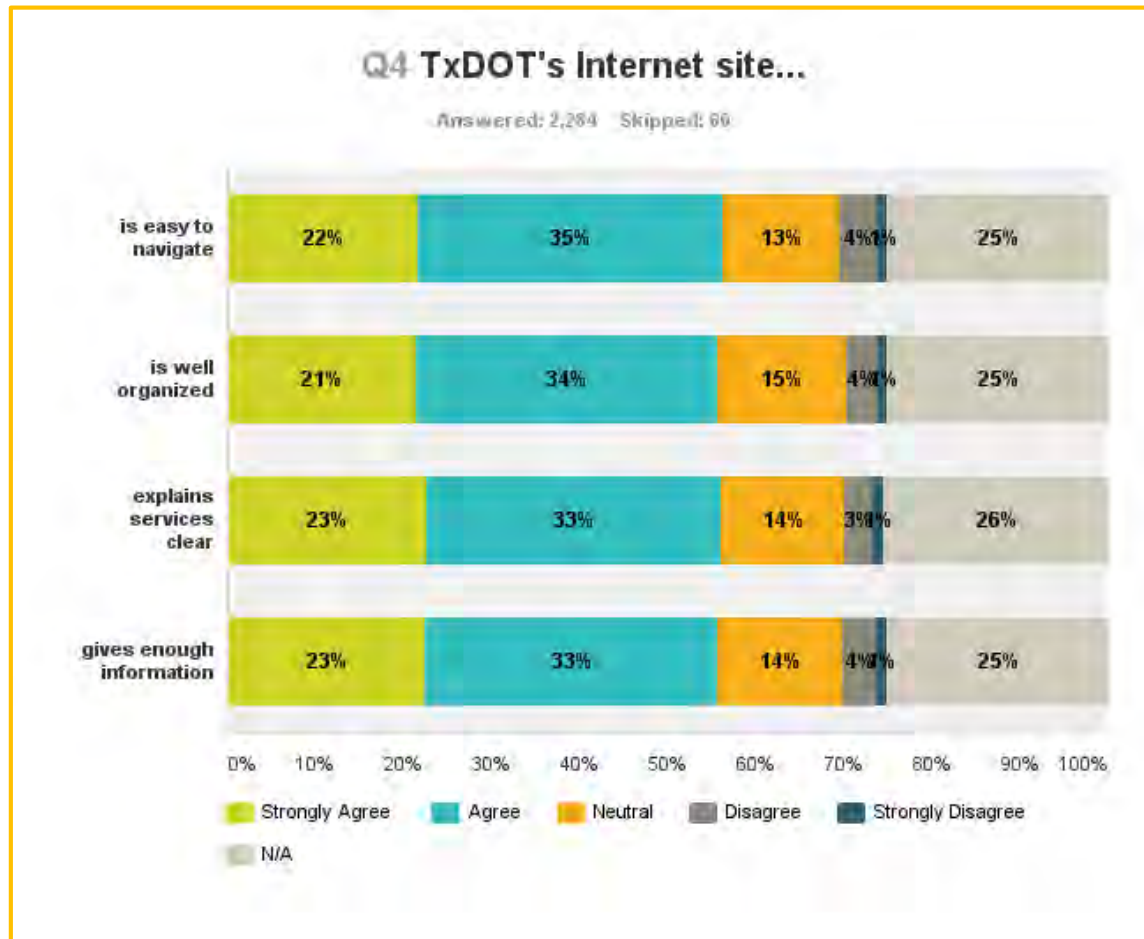
- TxDOT has positive communication with its customers
- Routing to the proper person is least positive, but negative sentiment is minimal at 3%

Data Presentation



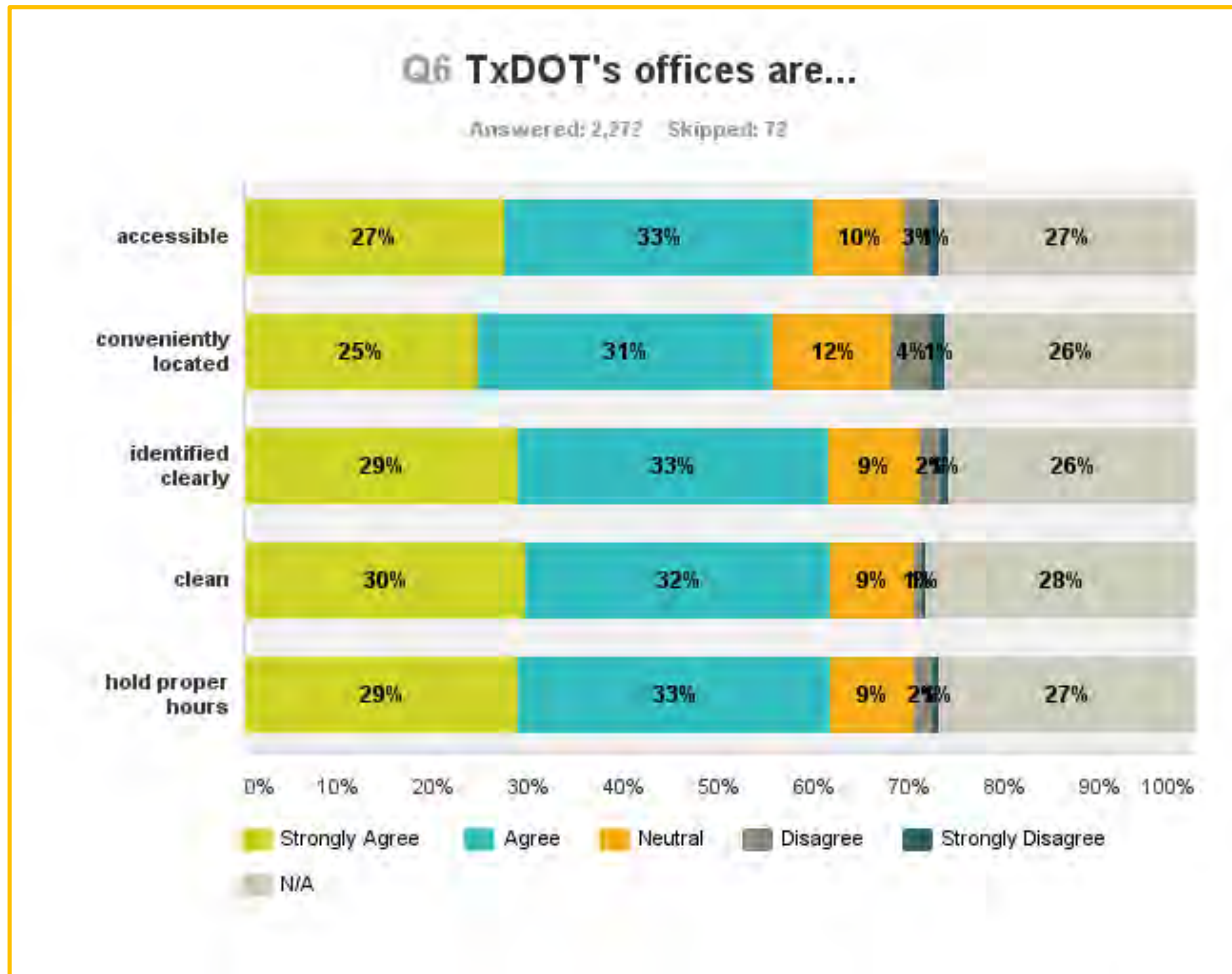
- TxDOT's brochures, publications and other printed information are deemed accurate, understandable and useful to customers aware of them

Data Presentation



- Over 50% of customers who use TxDOT's internet site feel positively about it, although open-ended responses suggest it is sometimes difficult to navigate, find forms, etc.
- The remainder of customers show minimal negative sentiment, are neutral or inapplicable

Data Presentation

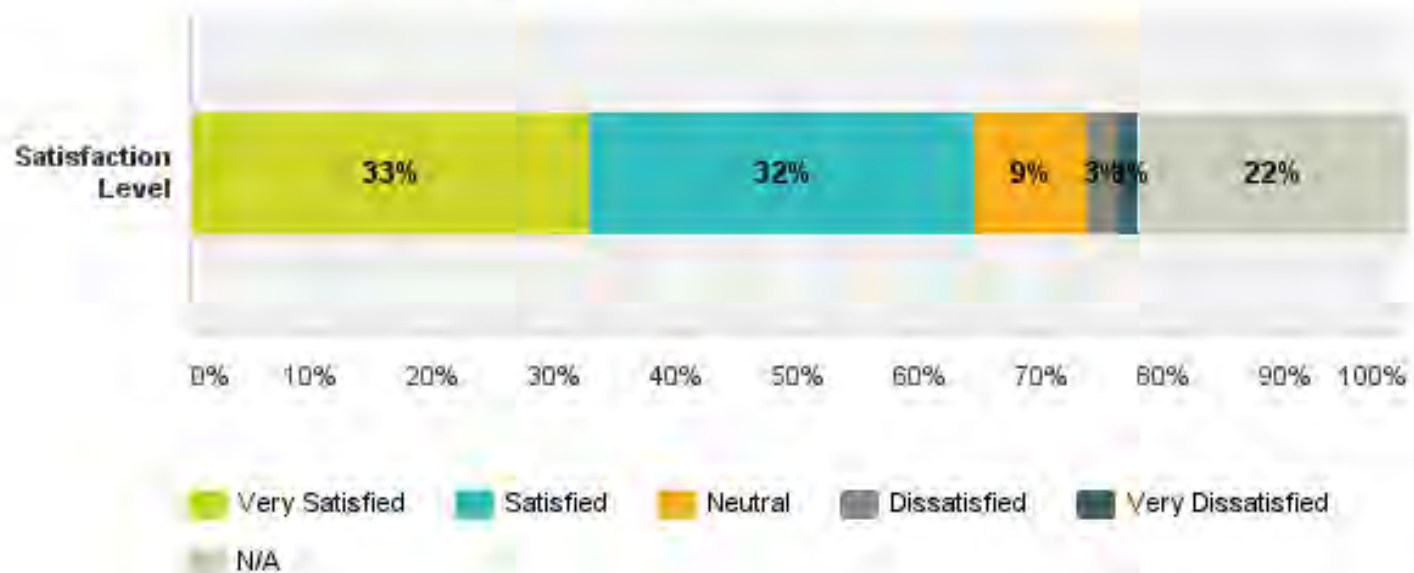


- TxDOT customers are somewhat unaware of TxDOT offices, but the majority feel positive about their accessibility, location, cleanliness and hours of operation

Data Presentation

Q8 Rate your overall level of satisfaction with the TxDOT district offices that you interact with most frequently.

Answered: 2,970 Skipped: 74



- TxDOT customers are satisfied with the district offices when applicable
- There is minimal negative sentiment at 4%

Data Presentation

- While the majority sentiment is highly positive, some customer responses suggest areas in need of improvement.
 - Responses are *highly subjective* to personal experience, but patterns emerge around:
 - Customer service wait time (specifically with phone service)
 - Consistent and knowledgeable customer service
 - Attitude: Rudeness and lack of care
 - Customer service routing (i.e., being directed to the appropriate office/person)
 - Hours of operation: Remain open longer and on weekends when people have time off from work
 - Traffic issues in their area (e.g., bottlenecking, routing traffic, broken traffic lights/signs, roadway trash, etc.)
 - Poor engineering: More concern with compliance than actual problem solving
 - Growing number of toll roads and lack of information

“Do away with answering machines and have a real person answer phones. Waiting for hours for a return call by a responsible person is totally unacceptable.”

Data Presentation

- **Some open-ended responses and suggestions:**

“Provide more county-maintained road assistance funding. TxDOT can improve services by increasing assistance to local county governments by way of fair representation of motor fuel taxation disbursement. Heavy trucks and increased traffic have severely damaged all roads in Texas.”

“More people who are educated in providing good customer service.”

“Provide a customer friendly organizational chart for district offices and regional offices. It is extremely difficult to contact the right individual for specific information without going through 4-6 transfers and answering machines deferring the customer to yet another wrong number when seeking specific information.”

“Set the times so that they are convenient with the schedules of the people they are supposed to serve. Why can't you be open until 9pm on weekdays? Why can't you be open on Saturday? If you truly want to serve Texans you would make it more convenient for us to access your services when it is more convenient for us.”

Data Presentation

- **More open-ended responses and suggestions:**

“Use more of their [TxDOT’s] time and effort to give toll road information. In Texas there are millions of toll road users now...I feel more time and information needs to be shared with the users.”

“The information I got off the web site was not clear in preparing the paper work ahead of time in helping my 95-year-old mother get an ID card before her driver’s license expired.”

“Consider revamping vehicle inspection requirements. Inspections on newer vehicles seem unnecessary and even on older vehicles could be stretched out to every 2 years.”

“Employees are too secure in their job positions—Typical of government, not-for-profit employees. The consequence is that they are borderline rude and almost offensive in their mannerisms...Most TxDOT employees could not hold a job in a typical business environment. Not because of lack of knowledge or skills, but because of attitude.”

Summary

- TxDOT customers mostly deem TxDOT a high quality company and have positive feelings for the services it provides
- Highest satisfaction levels are with Texas Highways Magazine, Traffic Information Center and Procurement customers
- Most dissatisfaction is with TxDOT handling complaints (e.g., routing, timing, etc.) and website navigation
 - TxDOT should refer to all open-ended data for more specifics on complaints
- In general, TxDOT communicates well with its customers, but certain changes are requested (e.g., website navigation, forms, etc.)
- Customers would like to have clearer information on roadway changes, toll roads, construction, etc.
 - Some customers are confused about roadway construction in areas and how it assists the area (e.g., creates new bottlenecks, transfers traffic jams to other areas, etc.)

THANK YOU!