

## A Research Bulletin

Prepared by Organizational Results  
Missouri Department of Transportation

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## Districts Identify Ways to Increase Customer Feedback

### Business Issue

Missouri's rest areas and welcome centers attract approximately 23 million users annually, making them one of a primary destination for travelers in the state. As caretaker of these facilities, MoDOT seeks customer input at each location regarding convenience, safety and cleanliness through a comment card. However, this approach has resulted in minimal rates of return of the survey cards.



Over the past four quarters, October 2008 to September 2009, Missouri rest areas and welcome centers have attracted more than 4.8 million vehicles. Over the same timeframe, MoDOT received 11,463 customer surveys, including an all-time high 6,838 in the first quarter of fiscal year 2010. This equates to less than one quarter of a percent return.



### Approach

Policies and actions taken statewide were reviewed, which resulted in two methods to increase survey return rates as being best management practices.

### Conclusions

Notification and availability are at the heart of the best management practices. First, signs should be used to notify the user the who, what and where of the MoDOT surveys. Three signs are needed at each location. One 12" x 12", blue and white sign should be posted in both the men's and women's restroom directing users to the location of the surveys. (See Appendix A.) The third sign should be posted directly above the location of the surveys and should include a phone number and a Web address. (See Appendix B.) As proven in the Northeast District, the use of the signs will encourage users who otherwise may not know that the surveys are available.



In addition, the Southeast District has identified a weather-resistant, steel suggestion box as the best method for the customer to submit comments. (See Appendix C.) The suggestion box has shown to be especially durable in adverse weather and has an oversized slot to handle large survey cards and provide weather protection to the cards once they are submitted.

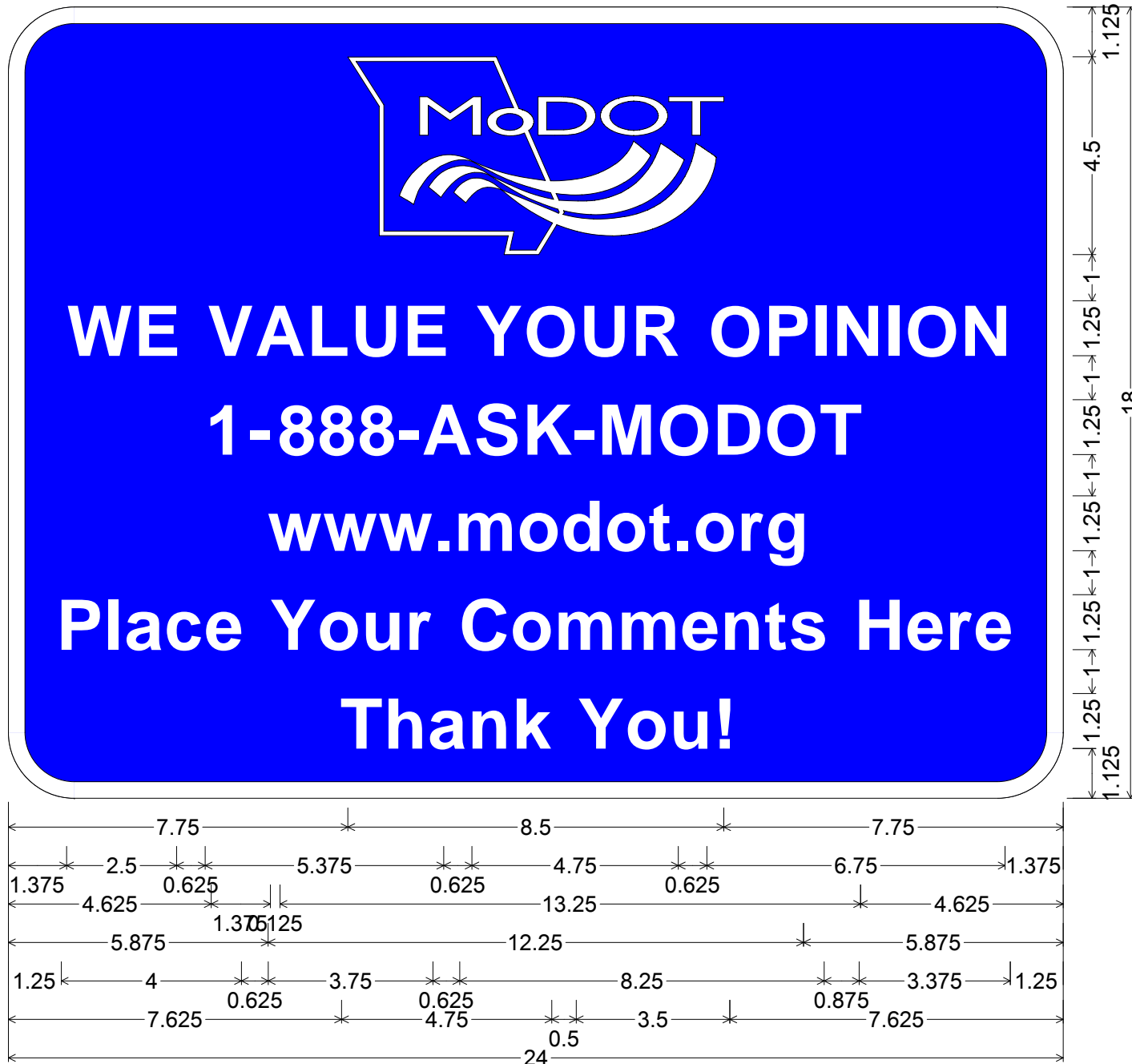


***Conclusions (cont'd.)***

Finally, and perhaps most importantly, it is imperative that the survey cards are always available. When the new informational signing is in place, a supply of survey cards must always be available. Appropriate MoDOT employees should emphasize the importance of the keeping a ready supply of survey cards at each location with the applicable personnel or contractor

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**Suggestion Box, Gray, Steel**

Suggestion Box, Height 11 In, Width 12 1/2 In, Depth 10 In, Color Gray, Material Steel, Includes 2 Keys, and Mounting Screws

Grainger Item #	2KEK2
Price (ea.)	<b>\$76.25</b>
Brand	MMF INDUSTRIES
Mfr. Model #	22290SBGY
Ship Qty.	1
Sell Qty. (Will-Call)	1
Ship Weight (lbs.)	10.75
Usually Ships	Today
Catalog Page No.	1932

Price shown may not reflect your price. Log in or register.

**Additional Info****Steel Desktop Organizers and Mail/Suggestion Boxes****Mail/Suggestion Boxes**

Multipurpose boxes are ideal for keeping mail, suggestions, ballots, and money secure.

Steel boxes come with built-in lock and 2 keys. Mounting hardware included. Gray color. No. 2KEK1 features a 9" long slot with flange hinge in the center to accommodate keys and other large items for use as a drop box. No. 2KEK2 has a 11" long slot and open bottom shelf for holding paper, forms, envelopes, and pens.

**Tech Specs**

**Item:** Suggestion Box

**Height (In.):** 11

**Width (In.):** 12 1/2

**Depth (In.):** 10

**Color:** Gray

**Material:** Steel

**Includes:** 2 Keys, Mounting Screws, Adhesive Labels, And Form Templates

**Package Quantity:** 1

**Notes & Restrictions**

There are currently no notes or restrictions for

**Optional Accessories**

There are currently no optional accessories for this item.

**Alternate Products****Drop Box, Gray, Steel**

**Item #:** 2KEK1

**Brand:** MMF INDUSTRIES

**Usually Ships:** Today

**Price (ea):** \$41.20

**Repair Parts**

this item.

A Repair Part may be available for this item.  
Visit our Repair Parts Center or contact your  
local branch for more information.

#### **MSDS**

This item does not require a **Material Safety Data Sheet (MSDS)**.

#### **Required Accessories**

There are currently no required accessories for  
this item.