



CUSTOMER SATISFACTION

Loudoun County Department of Transportation
and Capital Infrastructure

MWCOG Employer Outreach Committee
January 21, 2014

Guided by our TDM Plan

“Maintain a high level of customer service to existing customers.”

Short-Term Strategy: “Develop and implement a survey methodology to evaluate the level of customer satisfaction with OTS.”

*Long-Range Transportation Demand Management Plan,
September 2010*



Background

- Overall customer service assessment
- Conducted by Southeastern Institute of Research (SIR)
- Funded by Virginia DRPT, TDM grant and local match
- Final report to Loudoun County in September 2013



Methodology

- Two distinct surveys
 - General public
 - Employer outreach contacts
- SIR developed and administered email surveys
 - 4,000 individuals who had prior interaction
 - 104 employer outreach contacts
- Surveys studied
 - Overall satisfaction
 - Satisfaction with functions and tasks
- Communications audit



Survey topics

- Type of contact
- Nature of contact
 - Seeking information?
 - Complaint?
 - Compliment?
- Value/Satisfaction
 - Telephone, email, in-person contact
 - Information
 - Collateral/website
- Interface with MWCORG
 - Ridematching?
 - GRH?
- Overall satisfaction/net promoter score
- Manner learned about programs/services
- Demographics

Response

- General Public
 - Data collection June 2013
 - 400 responses
- Employers—11 responses
 - Data collection June 2013
 - Qualitative findings

10 percent response rate



General Public Satisfaction

- 54% were seeking information
- Nearly 9 out of 10 (86%) satisfied with Loudoun County rideshare/commuter services program
- Some 72% likely to recommend services to those who need a commuter program
- Net promoter score is 62% (Percentage of promoters less detractors)



General Public Communication

- 52% of customers first learned about Loudoun County commuter programs through word of mouth
- 25% learned about us through the internet
- 98% of customers have visited our web pages



General Public Profile

- 96% of customers are employed
- 50% work for the federal government
- 39% work in private industry
- 83% have at least one college degree
- 20% are non-English speaking households
- 38% earn \$125,000 salary



Employer Key Findings

- Overall, employers view Loudoun County Commuter Services favorably.
- Commute issues may be “low involvement” assignment due to the nature of their jobs.
- Seem to have a relationship with Loudoun County Commuter Services.



Employer Satisfaction

Satisfied with phone interaction in terms of

- Courtesy
- Helpfulness
- Knowledge
- Friendliness
- Follow-up



Business relationship

“Judy Galen has been very helpful in keeping us up to date on information that would be helpful to us for our employees. I put the information out ... and hopefully the employees take the information and use it in some way that is helpful for everyone.”



Relevance

“I think all the information provided is useful to someone in our agency. We have bikers, folks who share a ride regularly, and folks who are always interested in doing the green thing.”



Usefulness

“Although we are not able to utilize all the information provided, we do our best to provide the information to our employees so they can make more informed decisions about their daily commute to and from our locations.”

“I have not been able to attend any of the DATA or other meetings due to a shortage of people right now, but some of the topics seem very much something we should be a part of ...”



Connection to Programs

- Many recall receiving information about Bike to Work Day, GRH, Ridematching, and Green Business Challenge
- Some have received information about Commuter Connections, but some just “don’t recall”

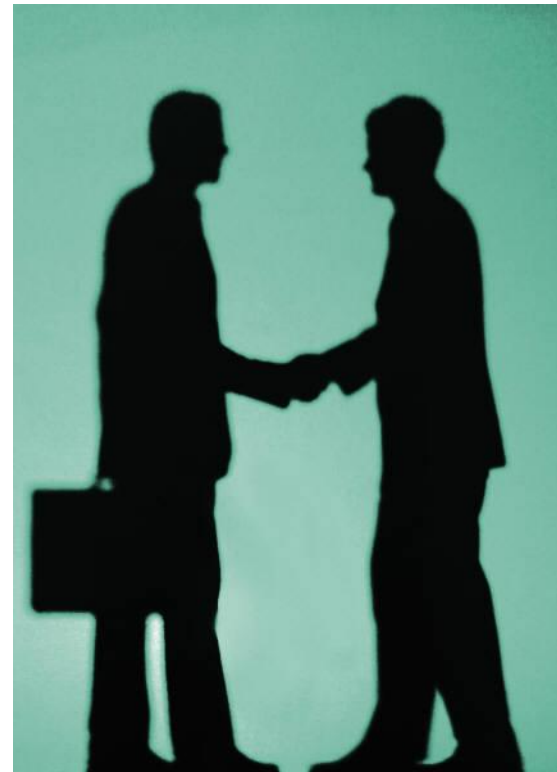


INSPIRED BY RESEARCH

Ideas generated from the results of Loudoun County's general public and employer satisfaction surveys

Build relationships

- General public unlikely to be one-time customers
- Should seize the opportunity to develop relationships with customers as done with employer contacts



Hello! How may I help you?

- Areas to improve telephone service: helpfulness and empathy
- Promptness of response, courtesy, knowledge and friendliness meet expectations



Prompt, helpful emails

- Helpfulness, promptness and better follow-up would improve customer experience with email communication



Address diverse language needs

- Meet needs of growing diversity with Spanish-language program materials and information



Improve the website

- General public and employers rely on website
- General public report problems finding information
- Word-of-mouth referral likely to be replaced by web

The screenshot displays the website for Loudoun County, Virginia, with the tagline "WHERE TRADITION MEETS INNOVATION". The navigation menu includes "GOVERNMENT", "SERVICES", "BUSINESS", and "ABOUT". The page is titled "Department of Transportation and Capital Infrastructure". A sidebar on the left lists various services such as "Bicycle & Pedestrian Information", "Capital Infrastructure", "Commuter Bus Service", "Local Bus Service", "Commuting Options", "Employer Services", "Highway & Transportation Planning", and "Tysons Express Bus Service". The main content area includes a search bar, social media links for Facebook and YouTube, and a "Responsibilities" section. A contact photo of Joe Kroboth is also visible.

Loudoun County VIRGINIA
WHERE TRADITION MEETS INNOVATION

Site Tools »

GOVERNMENT SERVICES BUSINESS ABOUT

Search

LOUDOUN ON

Bicycle & Pedestrian Information »

Capital Infrastructure »

Commuter Bus Service »

Local Bus Service »

Commuting Options »

Employer Services »

Highway & Transportation Planning »

Tysons Express Bus Service »

Home > [Government](#) > [County Departments](#) > [Departments H-Z](#) > Transportation and Capital Infrastructure

Department of Transportation and Capital Infrastructure

Responsibilities

The Department of Transportation and Capital Infrastructure incorporates the Office of Transportation Services - which handles roadway planning, local transportation projects and transit functions - with the capital planning, budgeting, design and construction management functions which have been housed in the former Department of Construction and Waste Management.

The Transportation Division provides assistance to the [Board of Supervisors](#) and the [Office of the County Administrator](#) in the development and delivery of



Contact
Joe Kroboth

Clarify services and providers

- Improve instructions and assistance for using services such as GRH and ridematching
- Address customer needs regardless of who provides commuter service



Aim higher for overall satisfaction

- Net promoter score of 62% is similar to other Virginia agencies
- Set a goal to raise the score to 70% during next two years



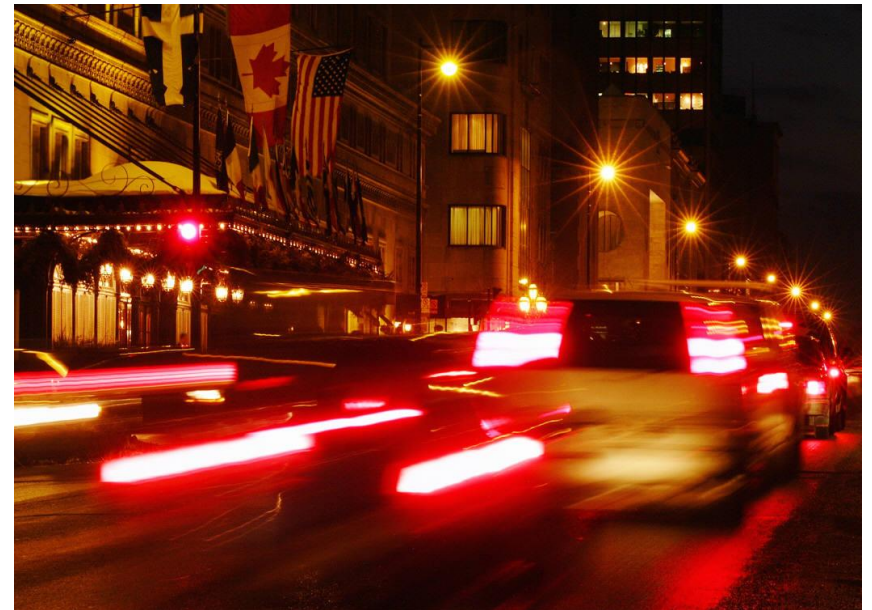
Raise our image

- Be knowledgeable
- Make it easy to reach the right person
- Be efficiently run
- Demonstrate care and concern
- Demonstrate planning for better commute in the future



Address needs of busy employers

- Develop new programs and services
- Better use of technology
- Emphasize knowledge, friendliness and willingness to help
- Make it easy and attractive to take part



Finding our identity

- Research-backed brand architecture blueprint
- Confident, thoughtful, conscientious servant who offers helpful, timely support and advice



LOUDOUN COUNTY COMMUTER SERVICES

Travel Options, Information, Solutions



For more information:

Judy Galen or Sharon Affinito
**Loudoun County Department of
Transportation and Capital Infrastructure**

703-771-5665
rideshare@loudoun.gov

