



XIII
INTERNATIONAL
WINTER ROAD
CONGRESS

QUÉBEC, FEBRUARY 8 TO 11, 2010



Québec 

SUSTAINABLE WINTER SERVICE FOR ROAD USERS

*Understanding & Incorporating Customer
Needs in a Road Administration*

Mara Campbell
Missouri Department of
Transportation
mara.campbell@modot.mo.gov



Agneta Wargsjö
Swedish Road
Administration
agneta.wargsjo@vv.se



Outline

- Introduction
- Identifying key customer groups
- Collecting customer input
- Incorporation customer needs in the planning process
- Conclusions and recommendation

Delivering public value



A customer-oriented work approach

which means



RESPONSIBILITY

We deliver what we promise,
we honour our agreements

CONCENTRATION
on customer benefits,
delivering the "right" quality

ATTITUDE

Courteous, clear,
"the customer is always right"
does not mean
"giving in"

INSIGHT

Understanding customer's situation,
endeavouring to interpret it,
not taking the easy way out

Identifying key customer groups

- Develop a basic definition of a customer
- Focus on who benefits from products and services
- Naming groups not important
- Segmenting is key to customer insight



Customer segmentation

Citizens

Children and young people

Young adults

Employed persons

Senior citizens

Functionally disabled
persons

Business community

Basic and processing industry

Consumer product and food
industry

Public service

Tourist sector

Goods transport

Passenger transport



Customer segmentation

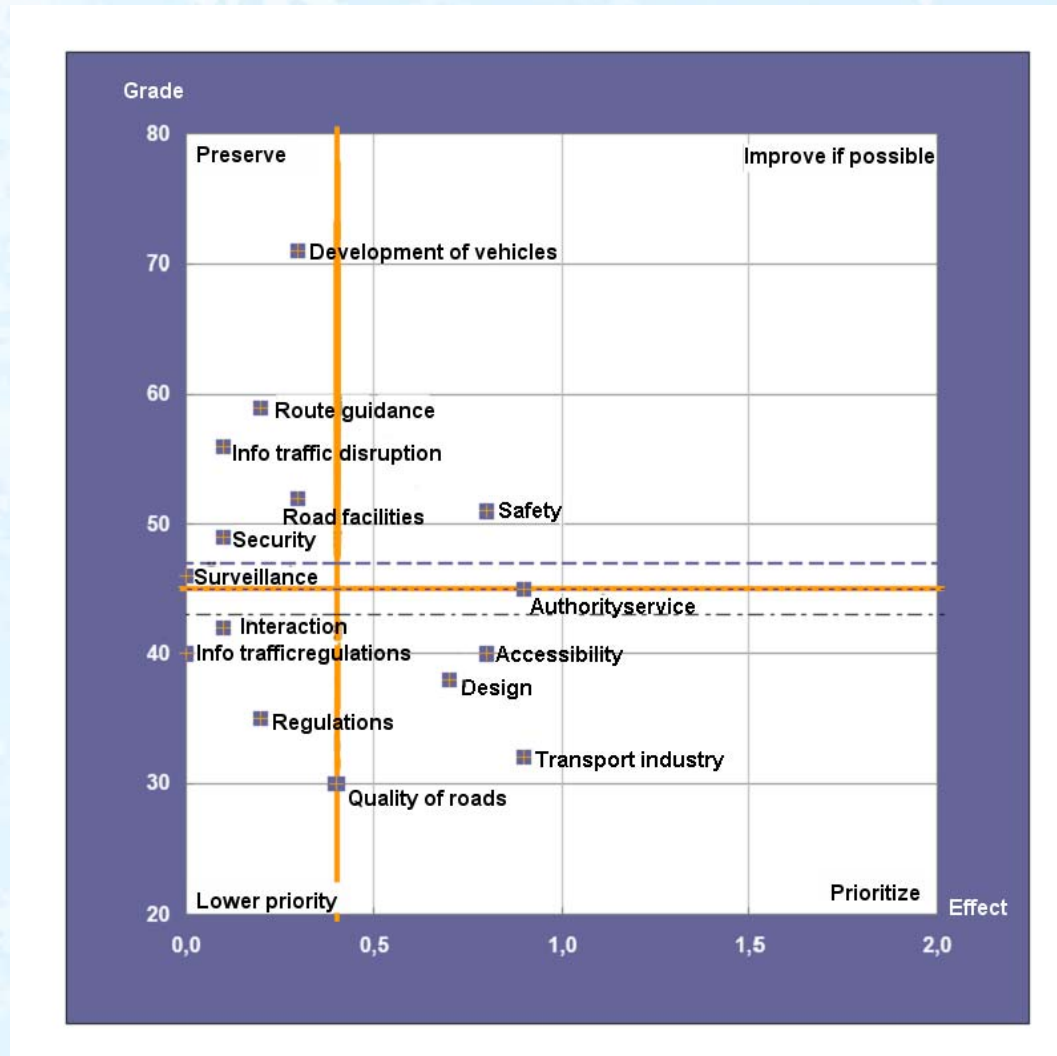
Customers are broken into five primary groups in Missouri:

- General Public
- Engaged Public
- Media
- Public Officials & Organizations
- Private Organizations (non-media)

Collecting customer input



Customer satisfaction surveys



Customer focus groups



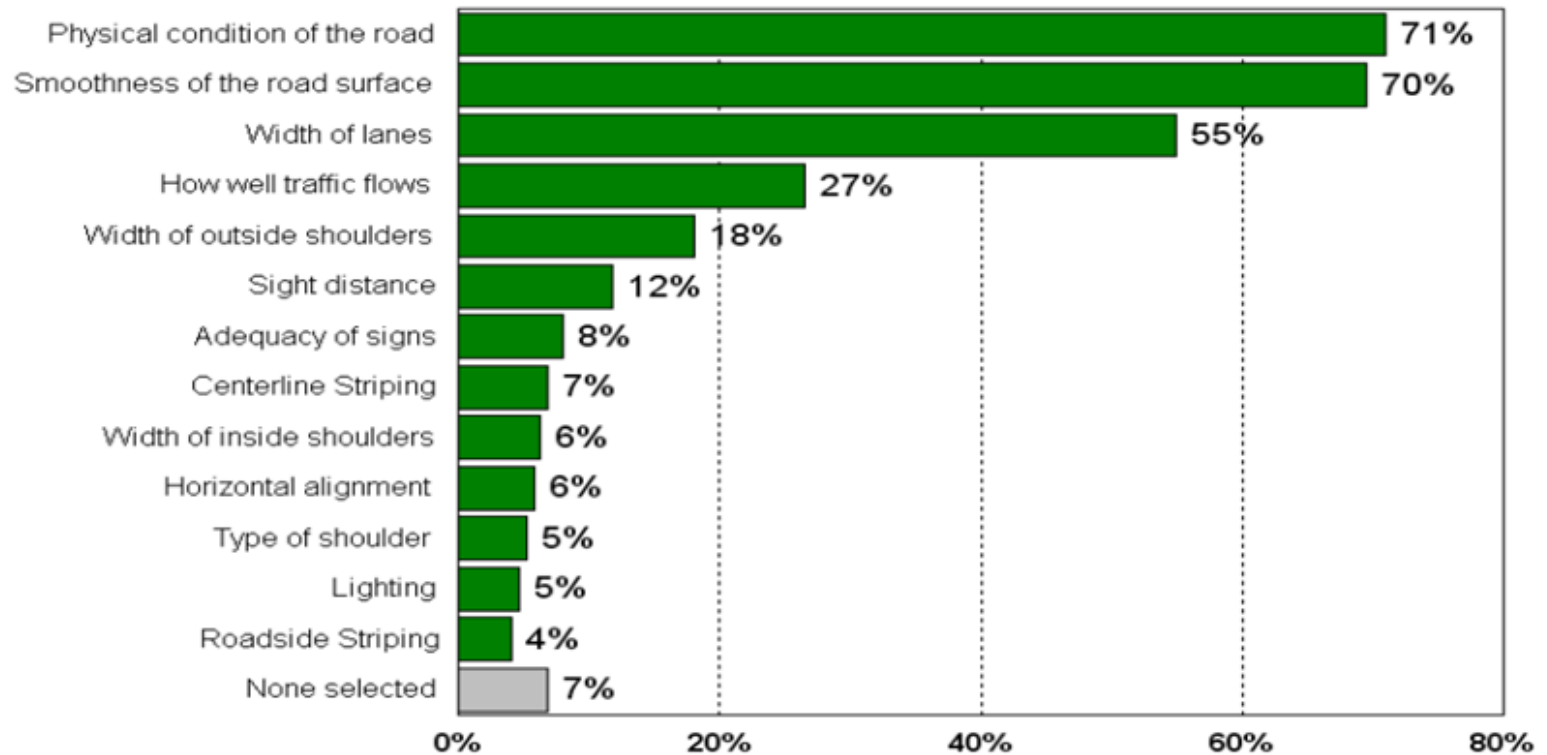
Customer road rallies



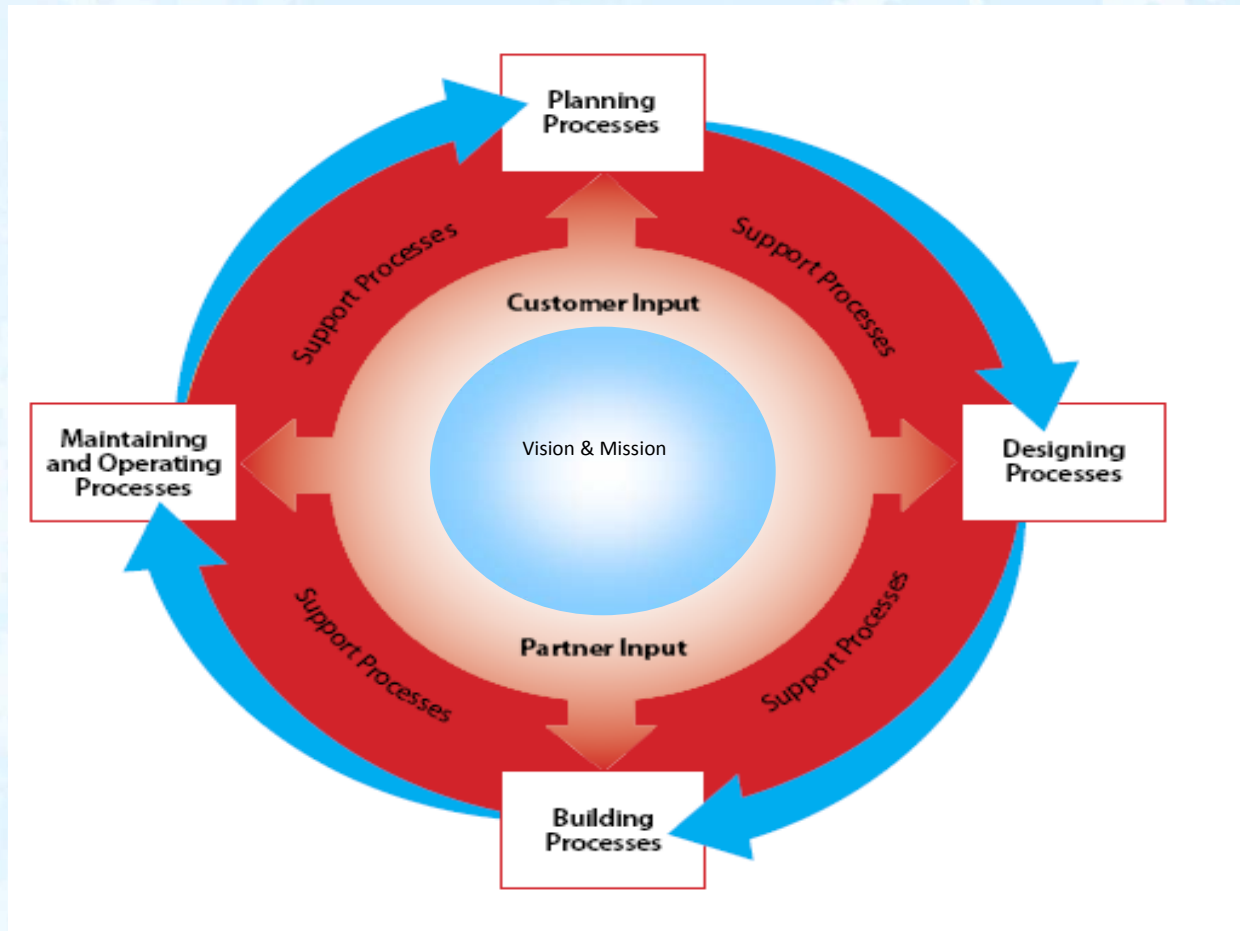
Customer defined quality

Features That Most Influence Perceptions of Quality on **MAJOR HIGHWAYS**

percentage reflects the sum of the 3 most important features selected by respondents



Incorporating customer needs in the planning process



Adding Customer Value



Anti-icing with sugar beets in Missouri

Adding Customer Value

Facilitate for cyclists

Summer cycle paths. A simpler road product that can be used during the summertime



Adding Customer Value

New solutions for traffic management

- Reversible road lanes
- Not allowing overtaking for heavy traffic



Adding Customer Value

Dialogue governed operations

Give the opportunity for customers to participate in planning to find the most beneficial solutions for the customers



Conclusions and recommendations

- If collecting – use the customer input!
- The expression: Customer, Client, User etc, should not be an issue
- Strategic direction or vision necessary
- Committed leadership
- Result ... creating public value!