



# 2018 Annual Customer Experience Survey

Overview Report

Conducted October 2018 – December 2018

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## 2018 Annual Customer Experience Survey Overview

The following is an overview report of the results from our year-end 2018 Annual Customer Experience Survey. The survey distributed to our customers via email, social media, and the website and was available from October through December 2018. The survey questions address level of satisfaction and preferences on payment methods, road conditions, communication channels and more. We received 56,399 survey responses that will be used to make the E-470 and ExpressToll customer experience even better. Thank you for your feedback!

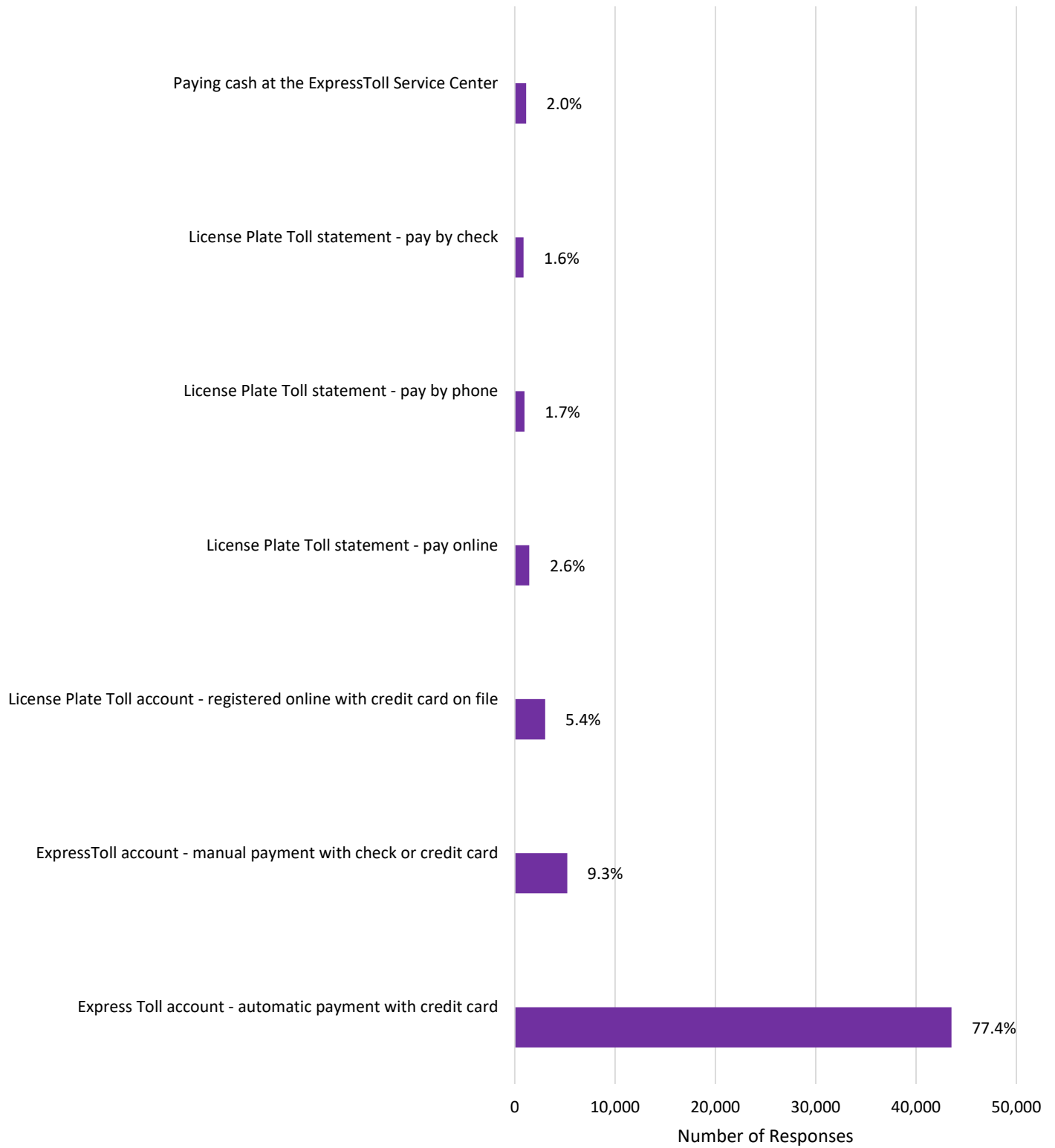
**Survey conducted by:**



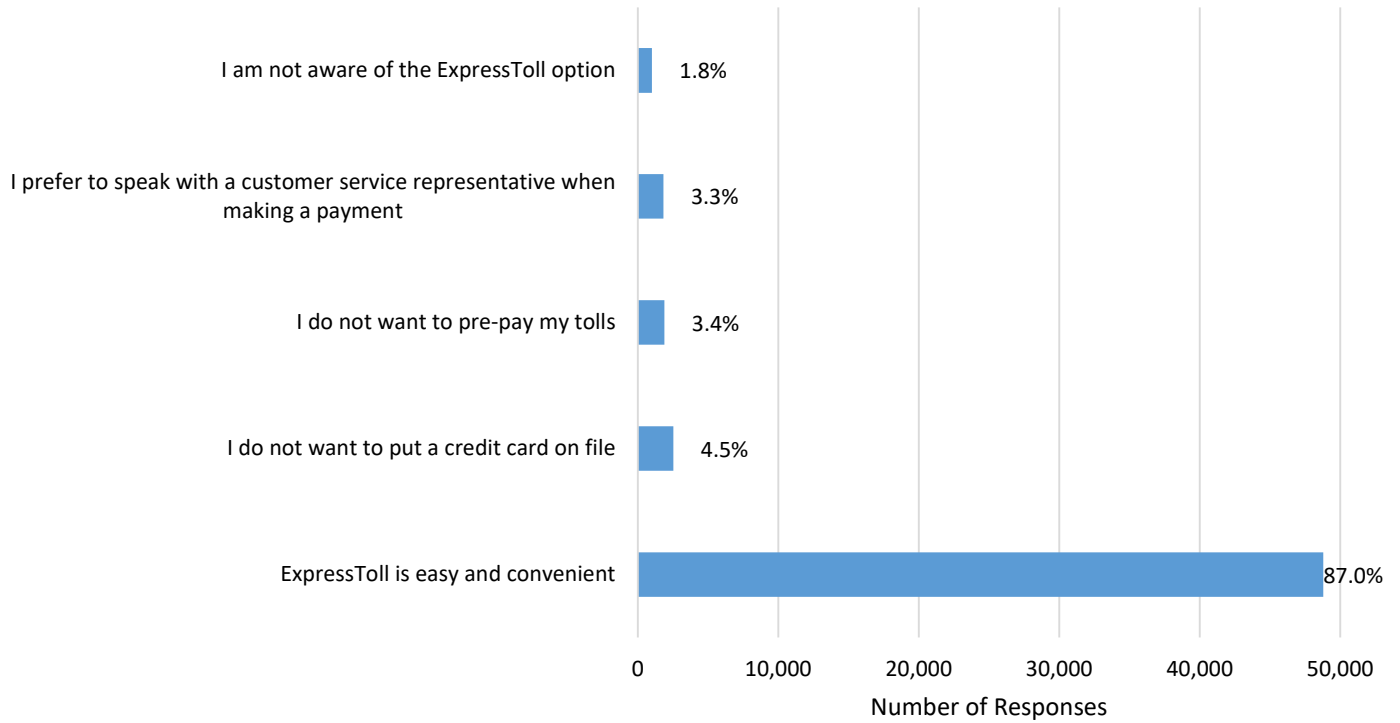
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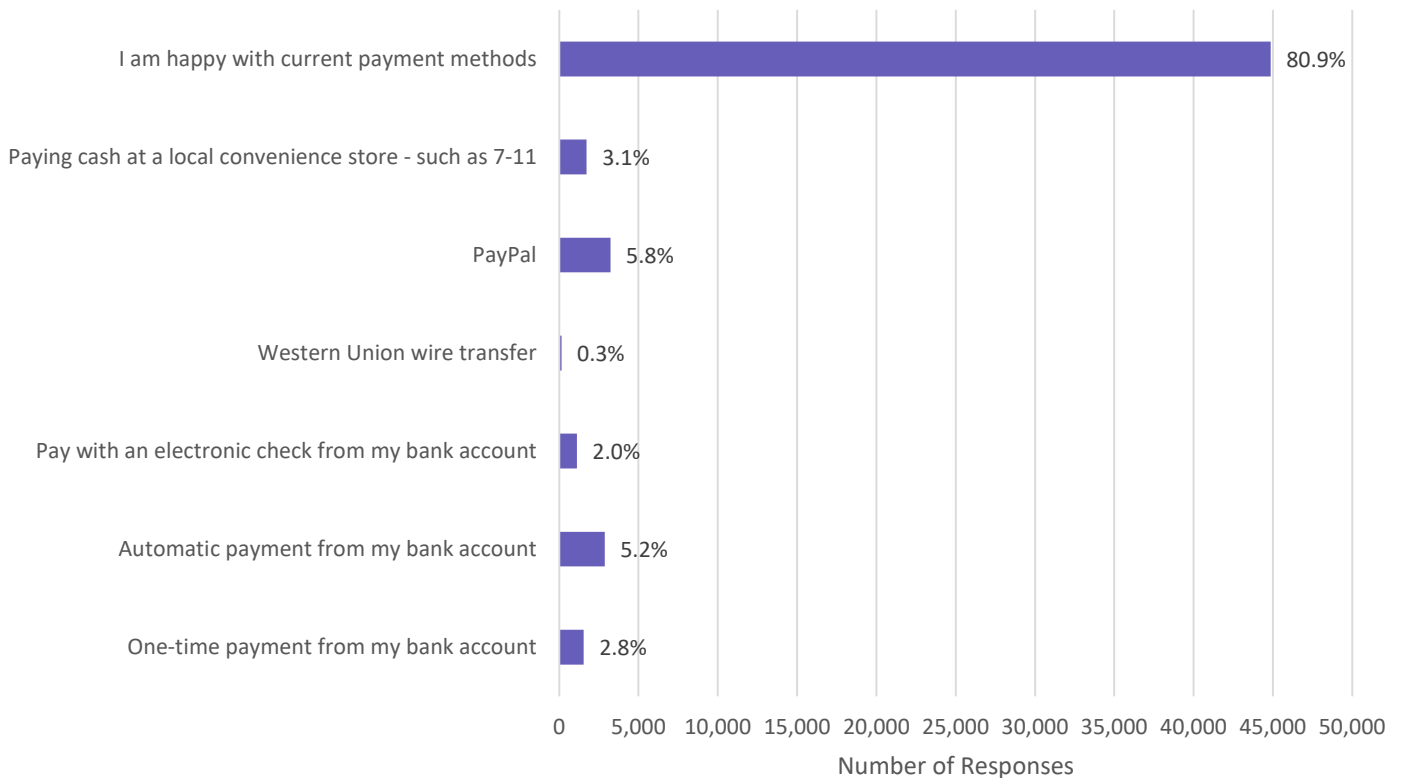
### What is your preferred method of paying your tolls? (May not be applicable.)



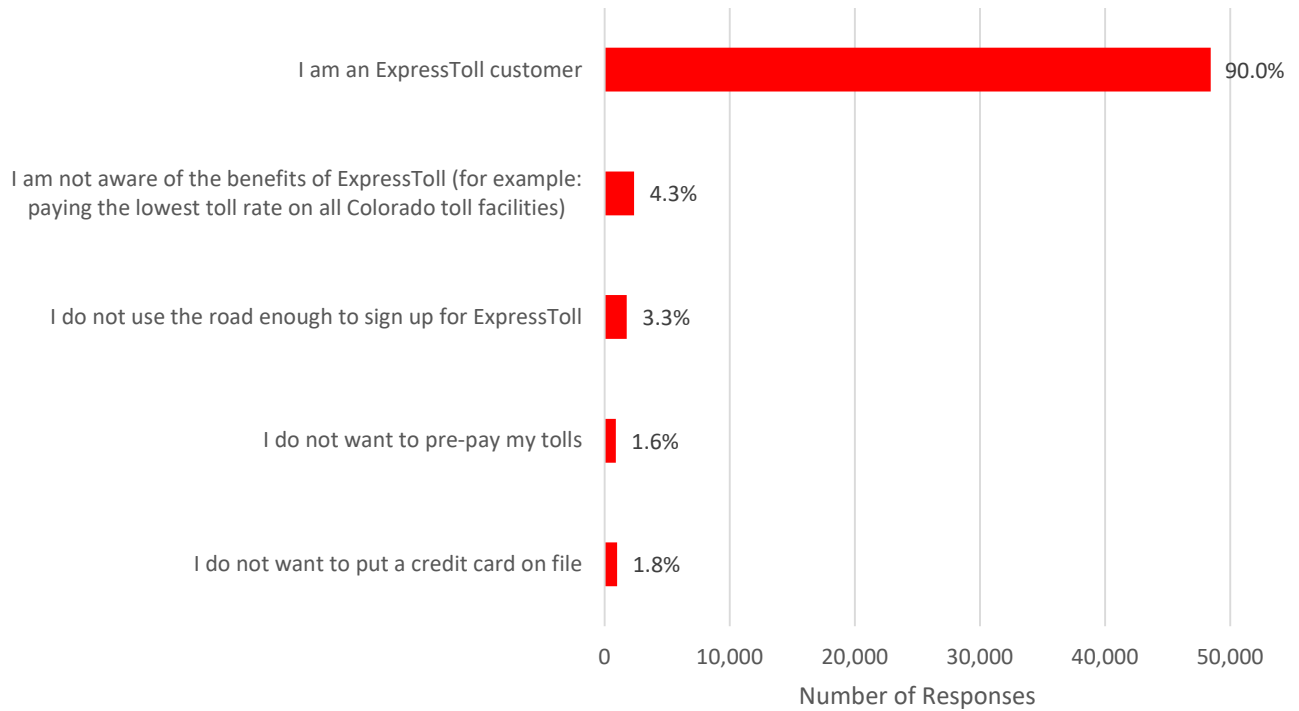
### Why do you prefer the payment method indicated in the previous question?



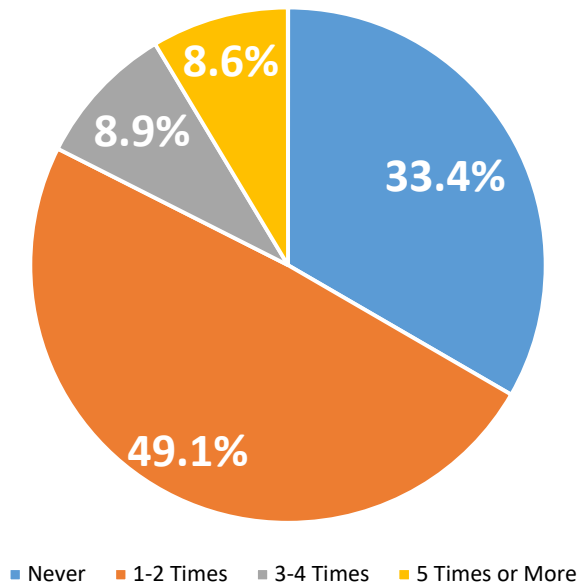
### Is there another payment method that you would prefer that is not listed above?



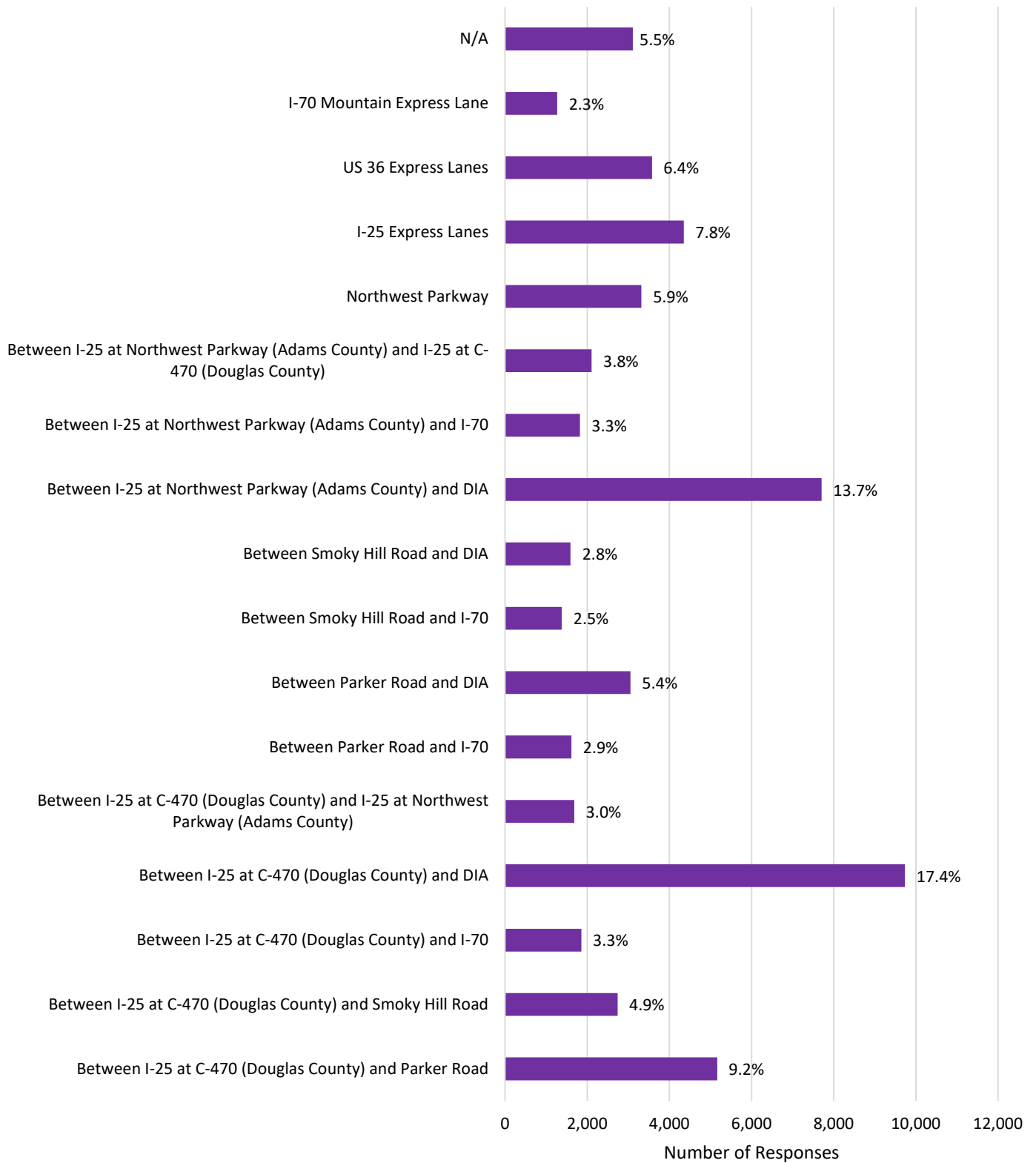
**If you are a License Plate Toll customer instead of an ExpressToll customer, why is that?  
(Please check all that apply.)**



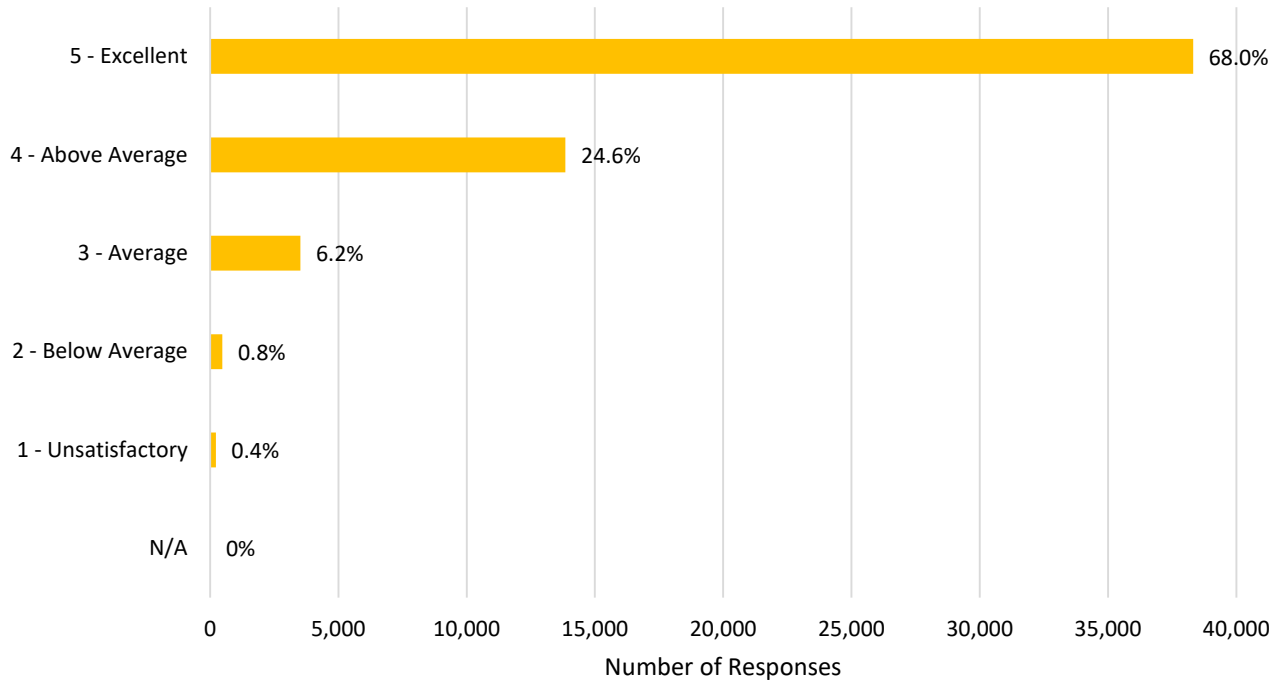
**How many times a week do you use E-470?  
(Using E-470 to and from work would count as two times.)**



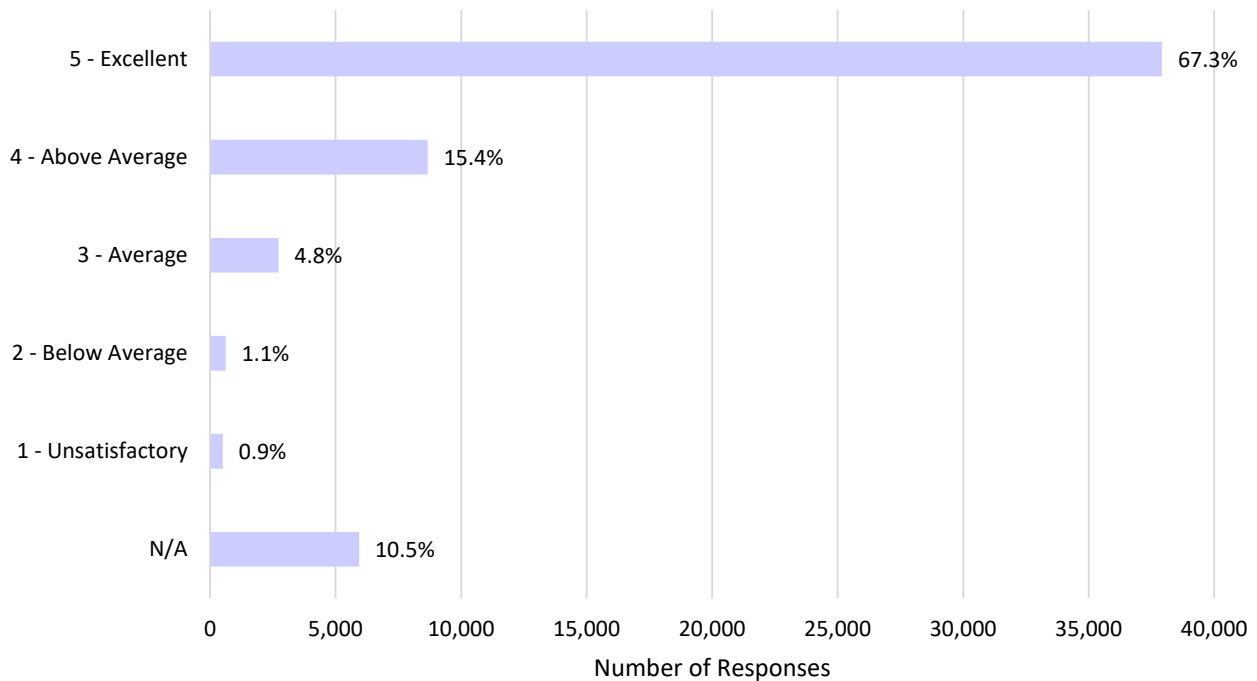
Please check the section that you have traveled the most in the last 12 months.



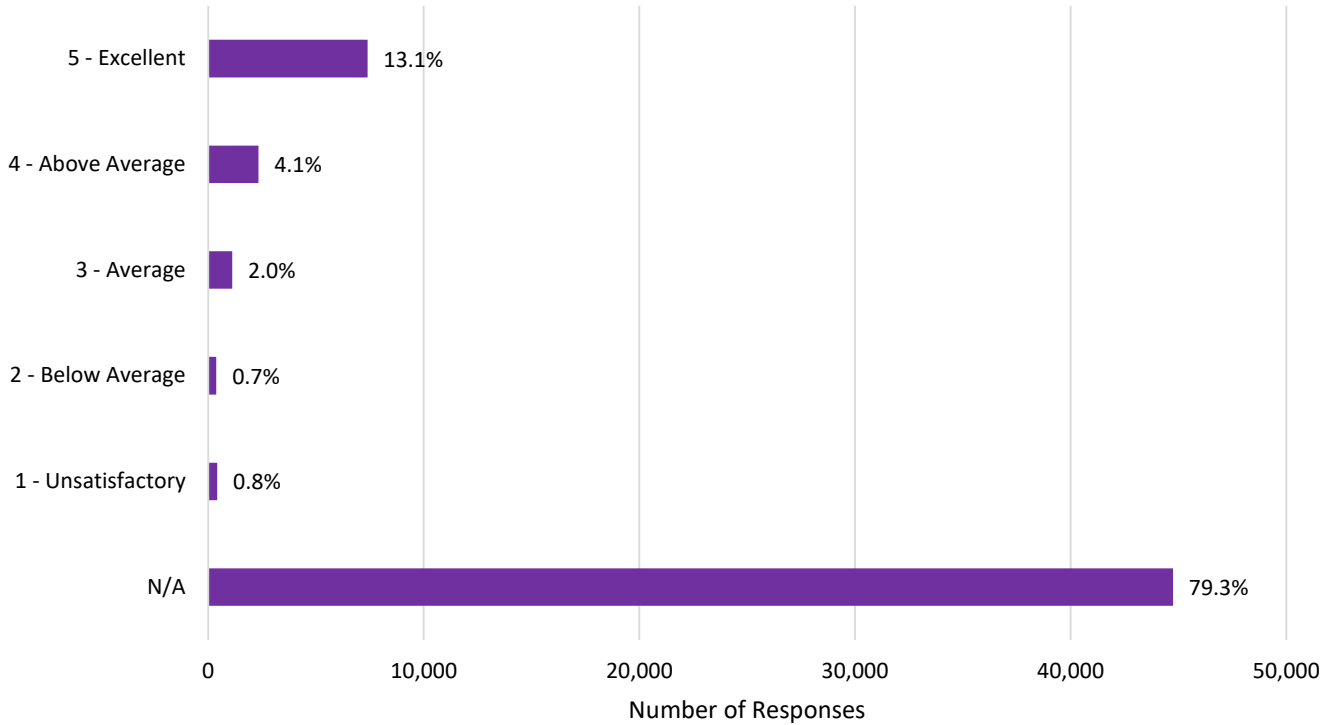
**How satisfied are you with the road conditions of the section of E-470 that you travel the most? Average score: 4.59**



**If you have an ExpressToll account, how satisfied are you with ExpressToll services? Average score: 4.64**



**If you pay your tolls through License Plate Tolling, how satisfied are you with the License Plate Toll services? Average score: 4.36**

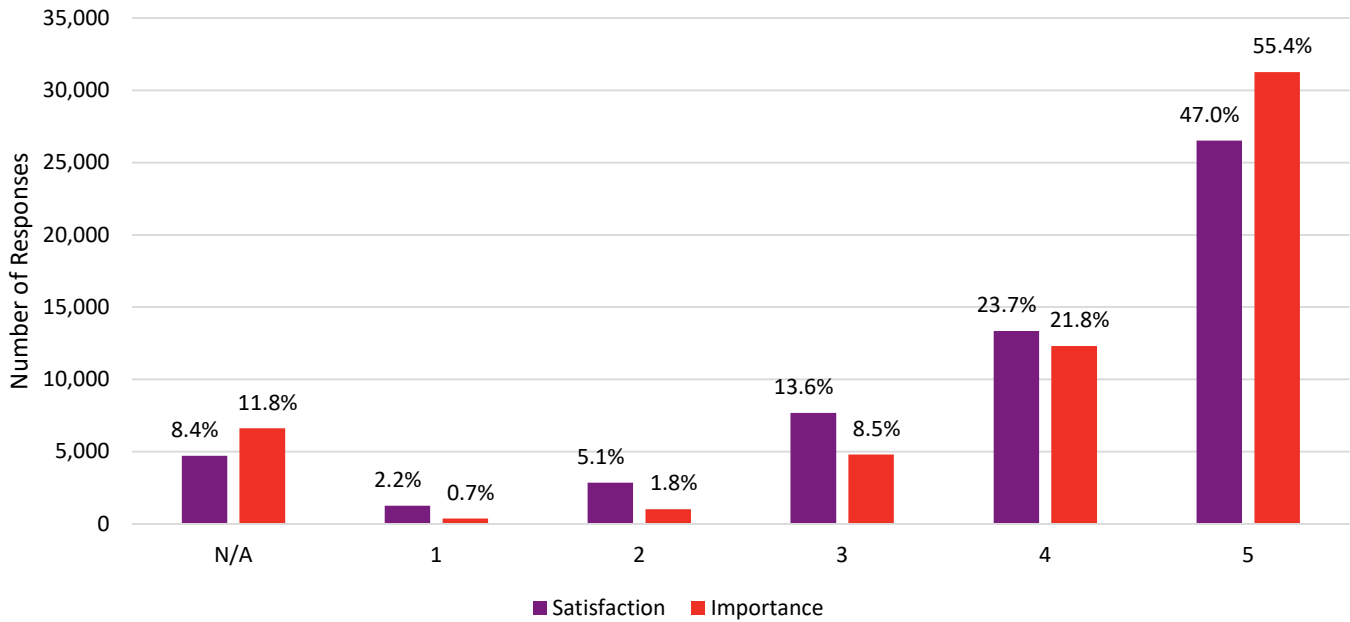


**In the next few questions, please think about your experiences as an E-470 customer and rate the following statements. First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.**

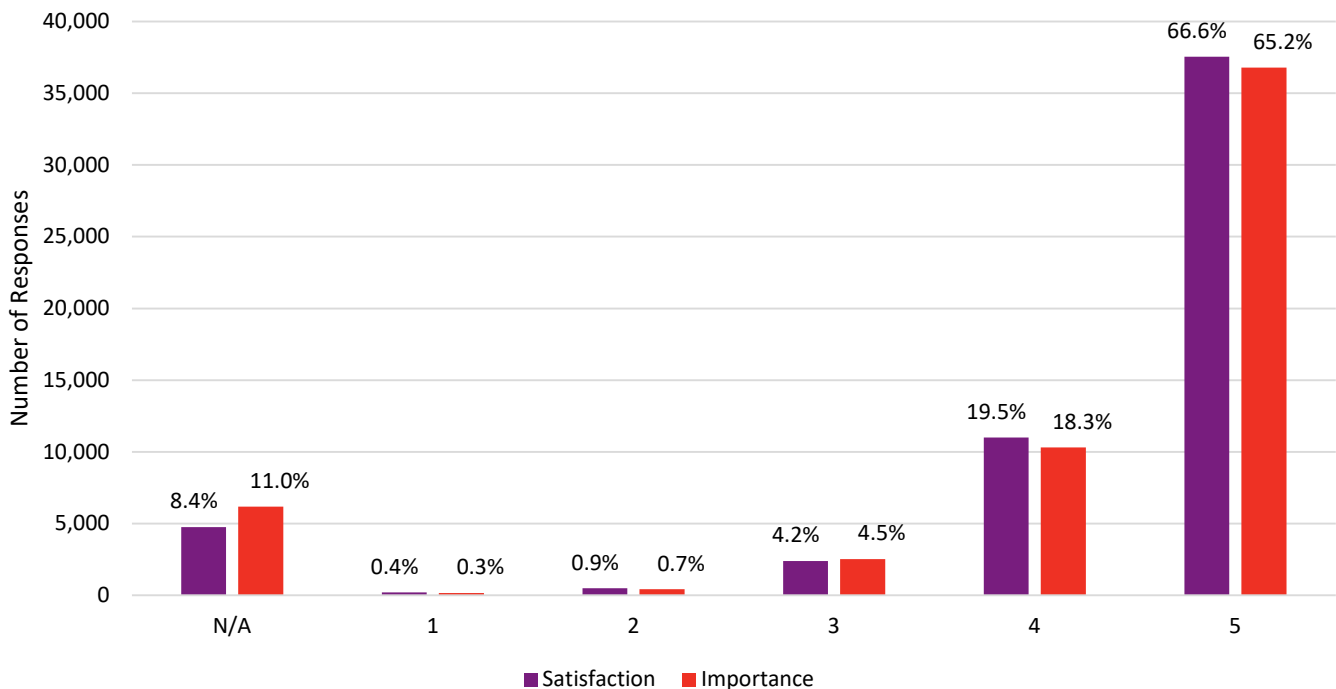
SATISFACTION SCALE	IMPORTANCE SCALE
5 – Very Satisfied	5 – Very Important
1 – Very Dissatisfied	1 – Very Unimportant
N/A – No Experience	N/A – Not Applicable



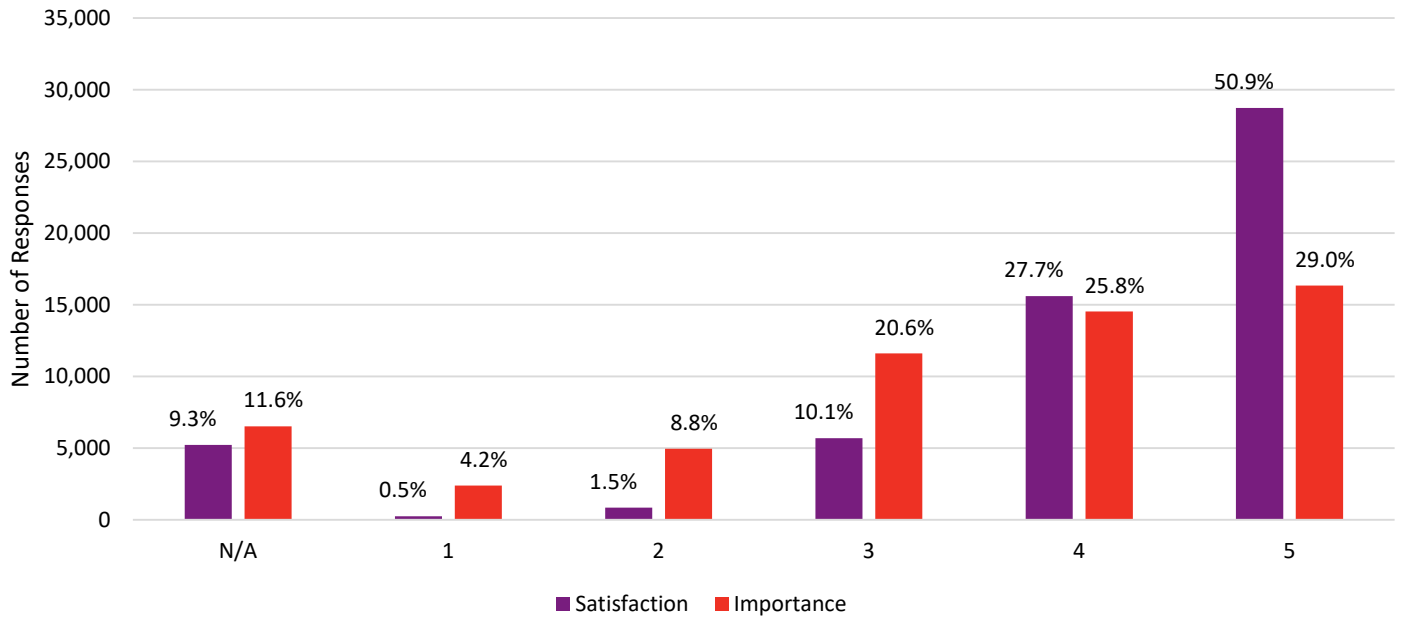
**Overall, I am satisfied with the value that I receive from using / driving E-470. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)** Average satisfaction score: 4.18, Average importance score: 4.47



**The sections of E-470 that I travel are well maintained with smooth pavement. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)** Average satisfaction score: 4.65, Average importance score: 4.66

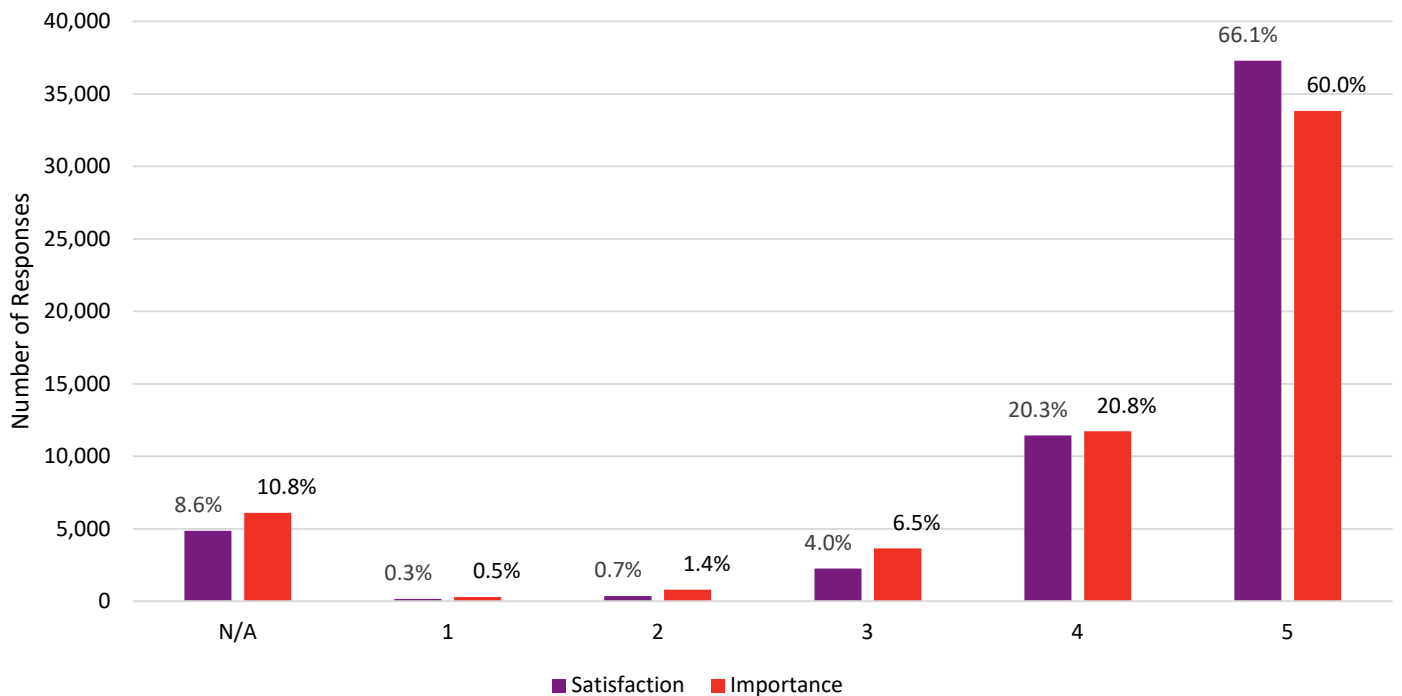


**The landscaping / aesthetics / general appearance of E-470 is well maintained. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)** Average satisfaction score: 4.40, Average importance score: 3.75



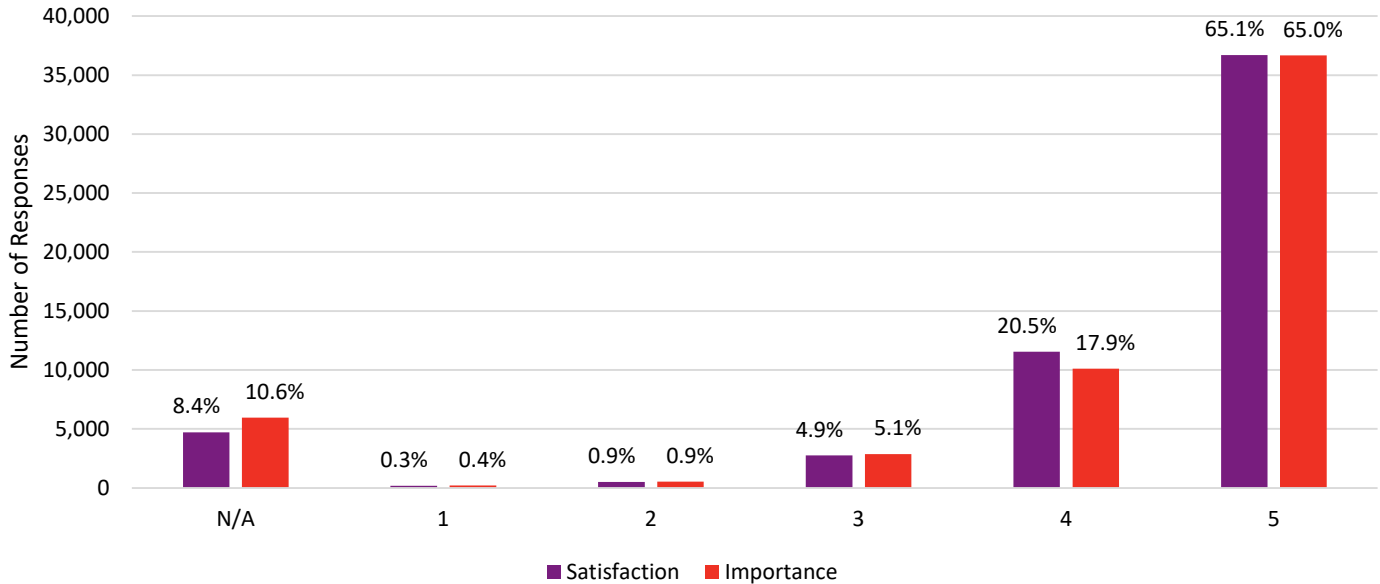
**E-470 is clean and free of debris. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

Average satisfaction score: 4.66, Average importance score: 4.55



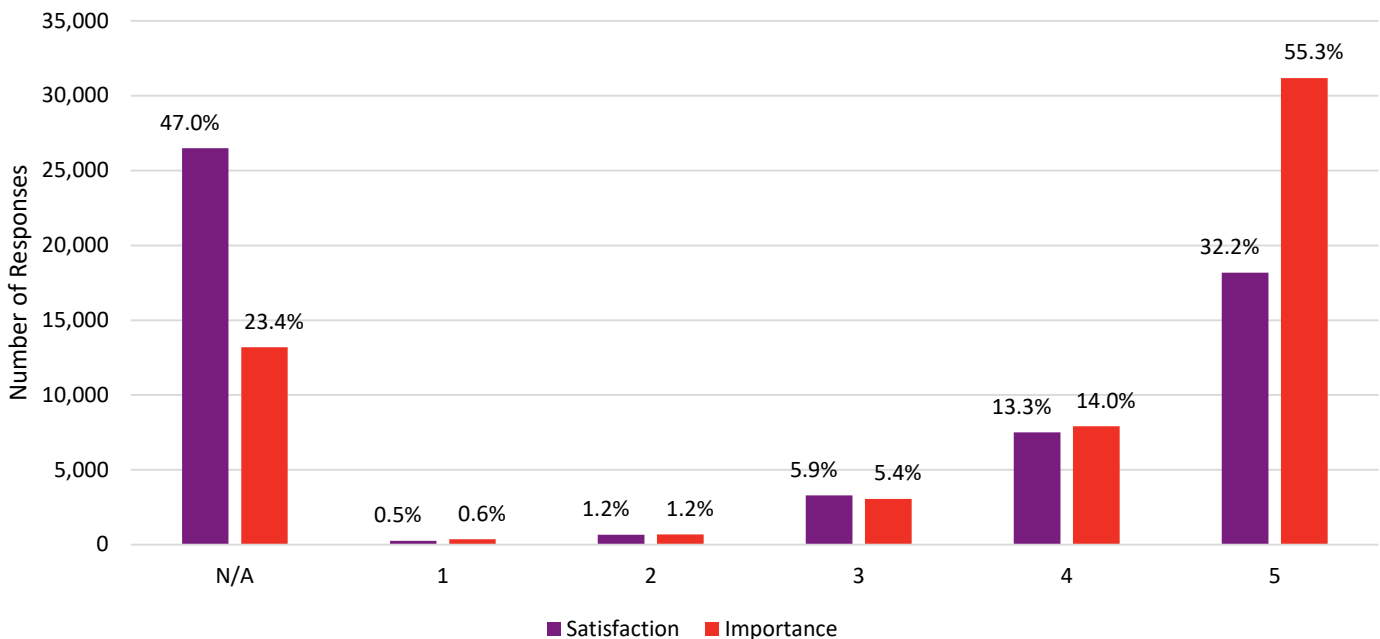
**E-470 road signage is well maintained and easy to read. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

Average satisfaction score: 4.63, Average importance score: 4.64



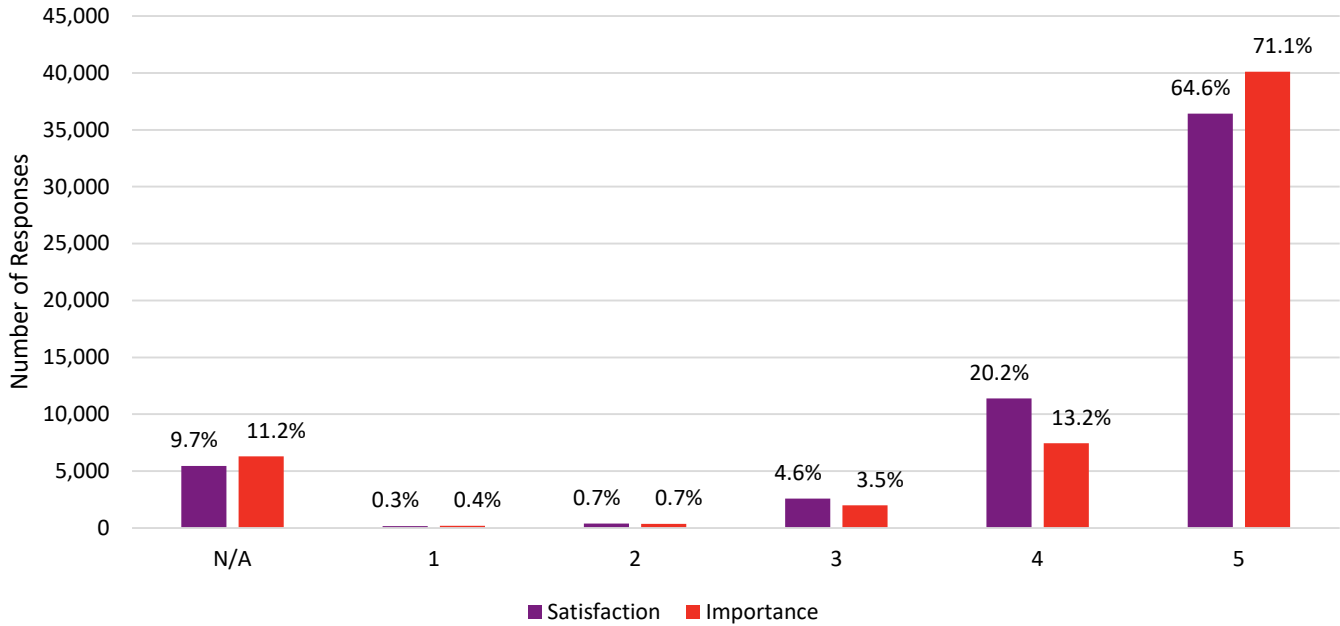
**If I were stranded on E-470, I would feel confident that the E-470 Roadside Assistance team (a free service to assist stranded motorists) would respond quickly. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

Average satisfaction score: 4.43, Average importance score: 4.59



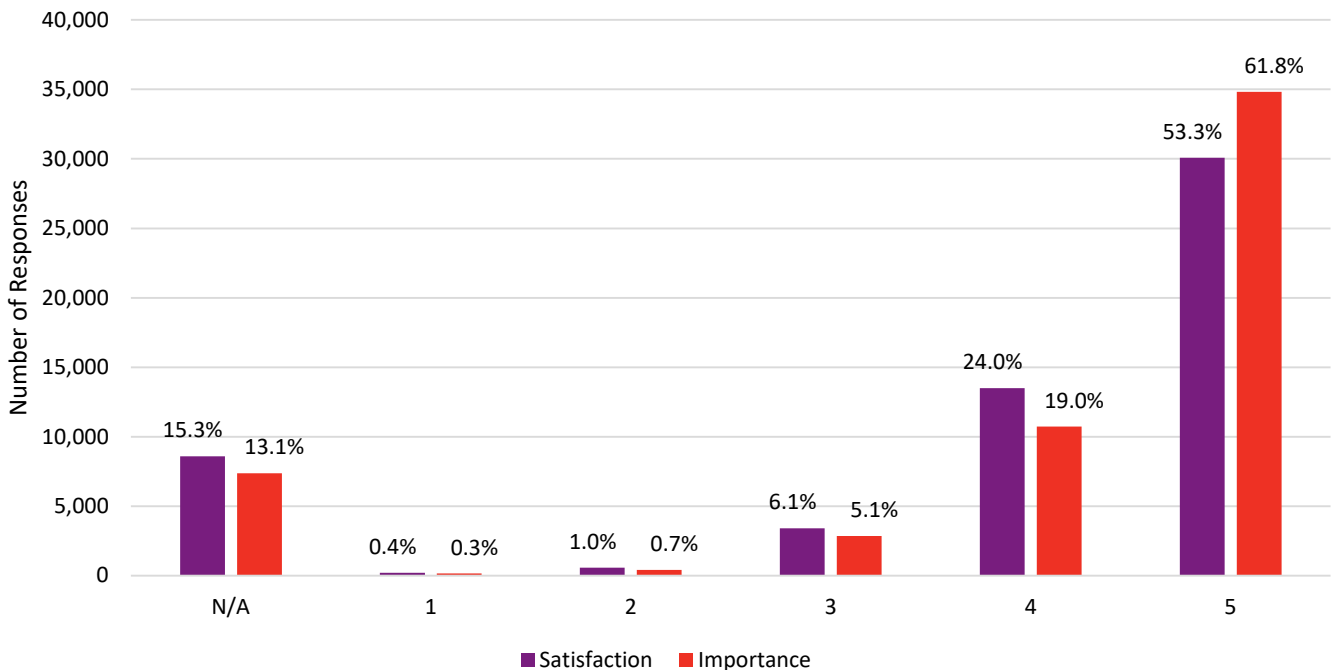
**I feel safe when traveling on E-470. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

Average satisfaction score: 4.64, Average importance score: 4.73



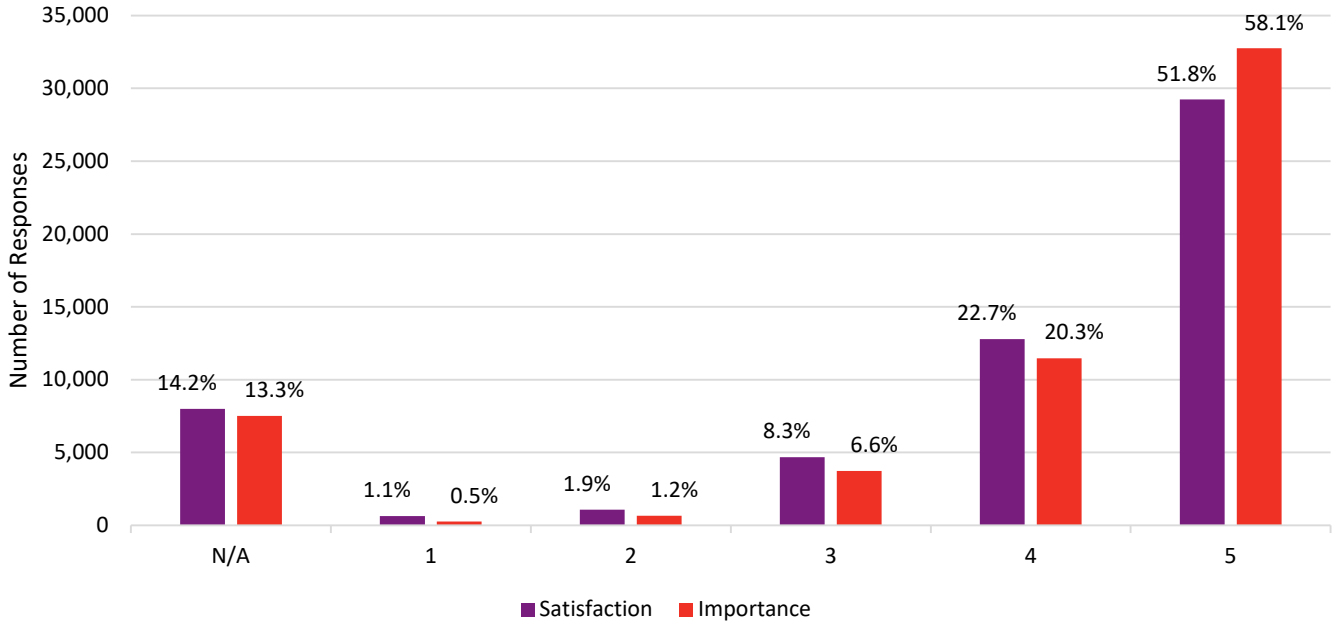
**The signage and warning signals provided to alert drivers to construction work zone areas are effective. (In general.) (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

Average satisfaction score: 4.52, Average importance score: 4.63



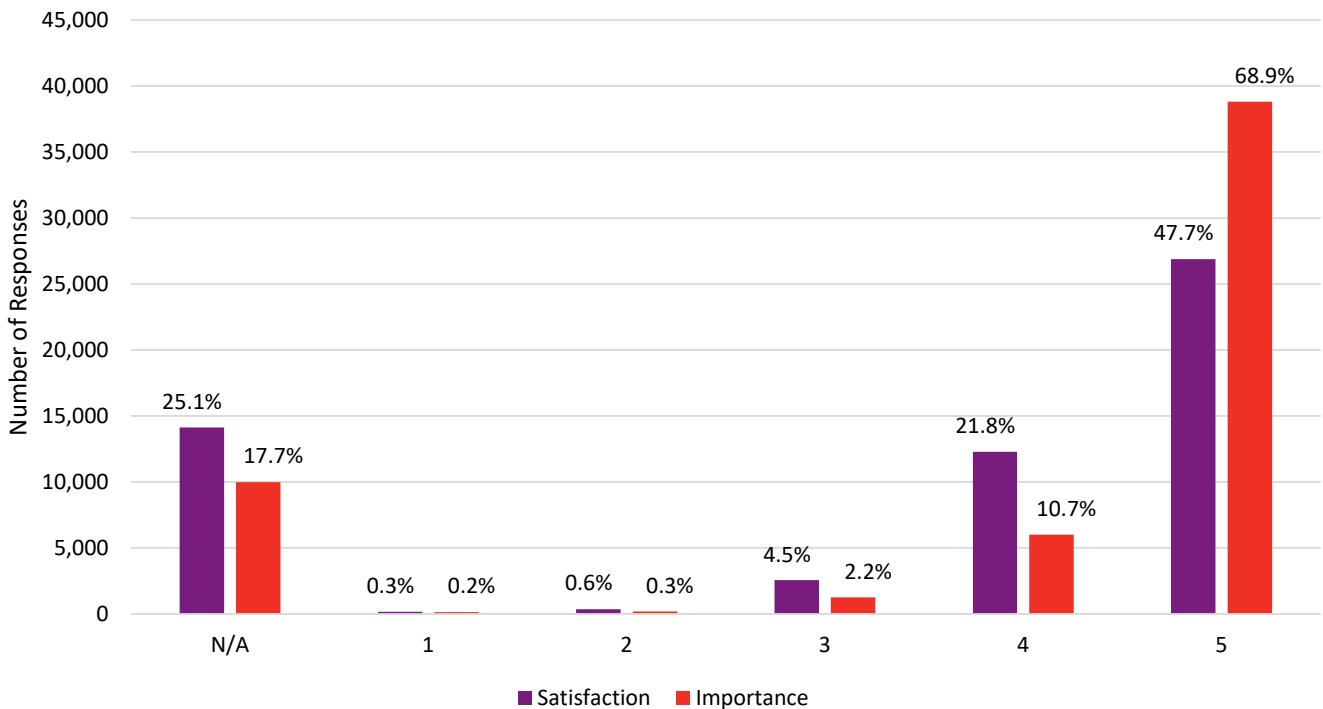
**E-470 cares about their customers. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

Average satisfaction score: 4.42, Average importance score: 4.55

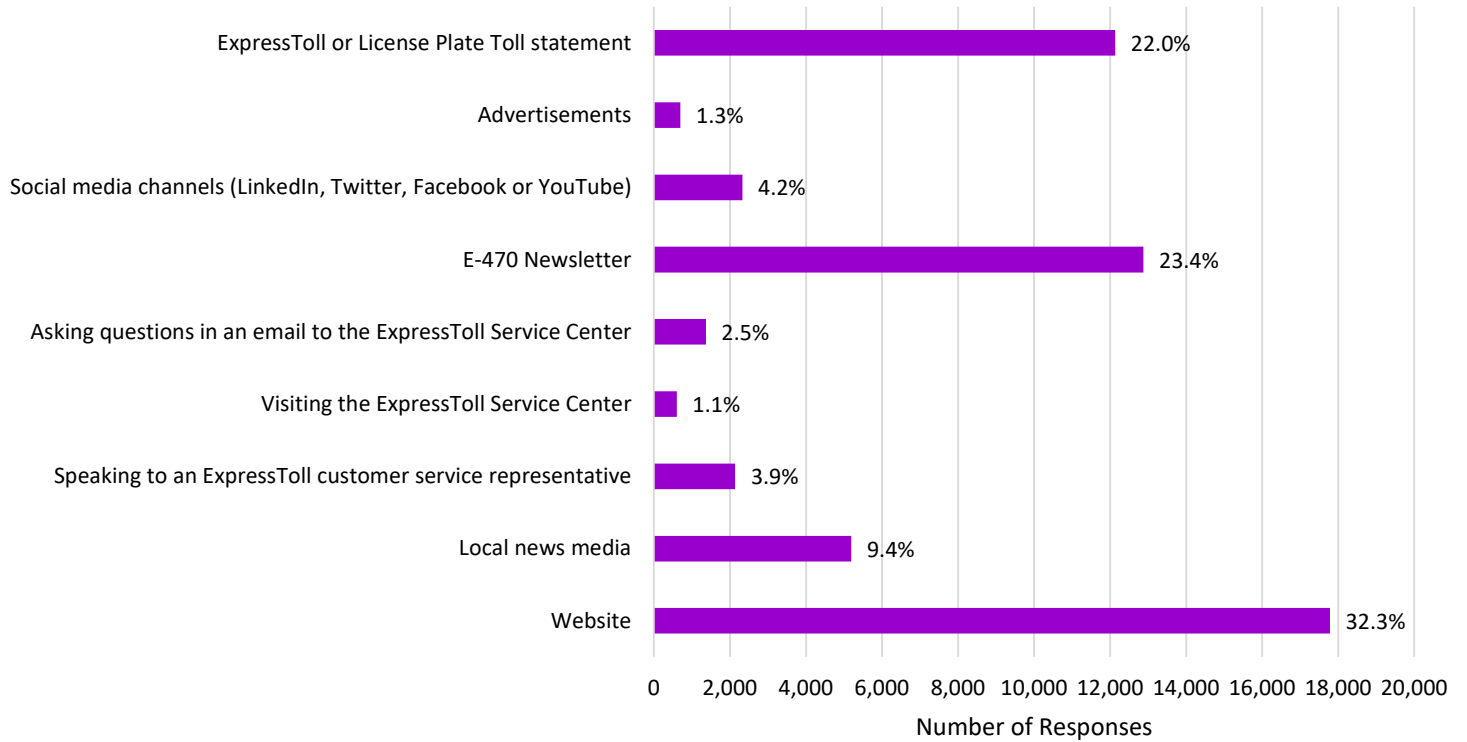


**During winter, E-470 is kept free of snow. (First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.)**

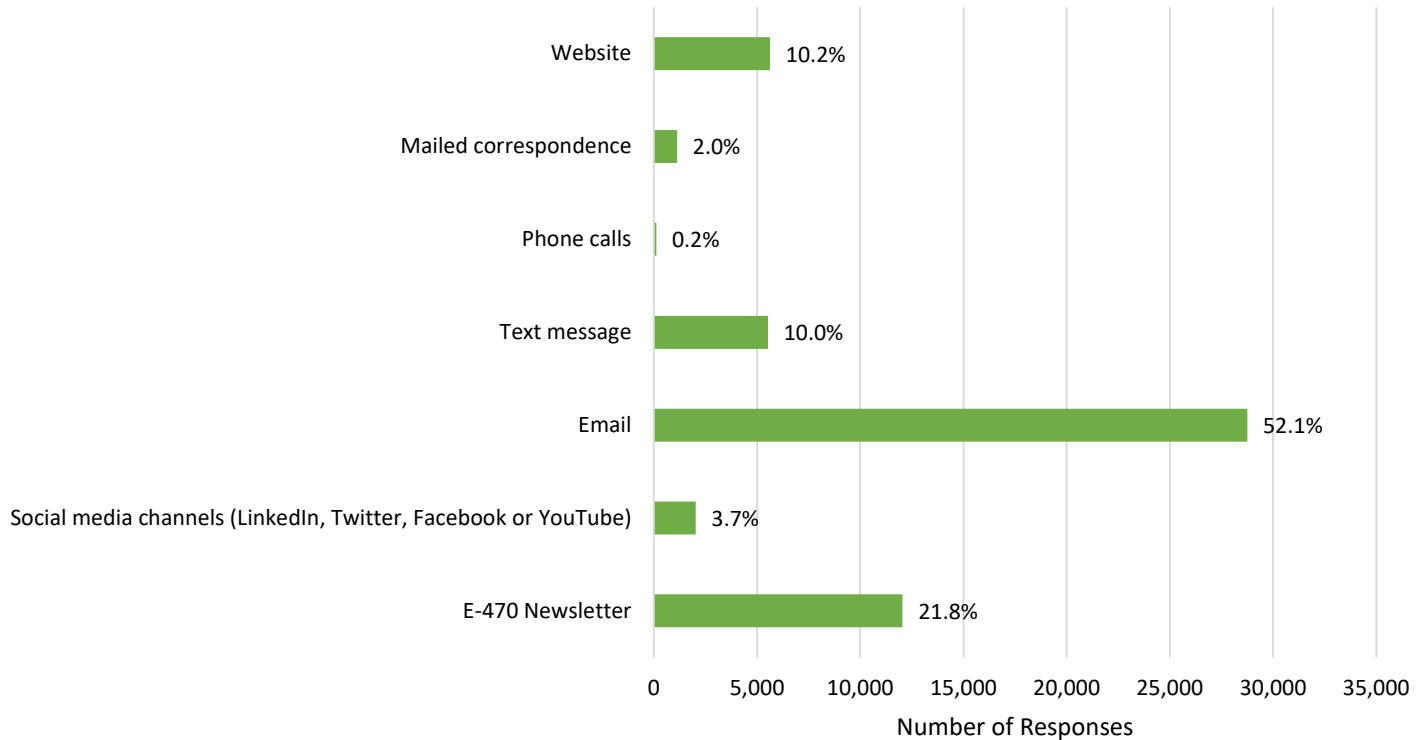
Average satisfaction score: 4.55, Average importance score: 4.79



## Where do you typically get information regarding E-470?

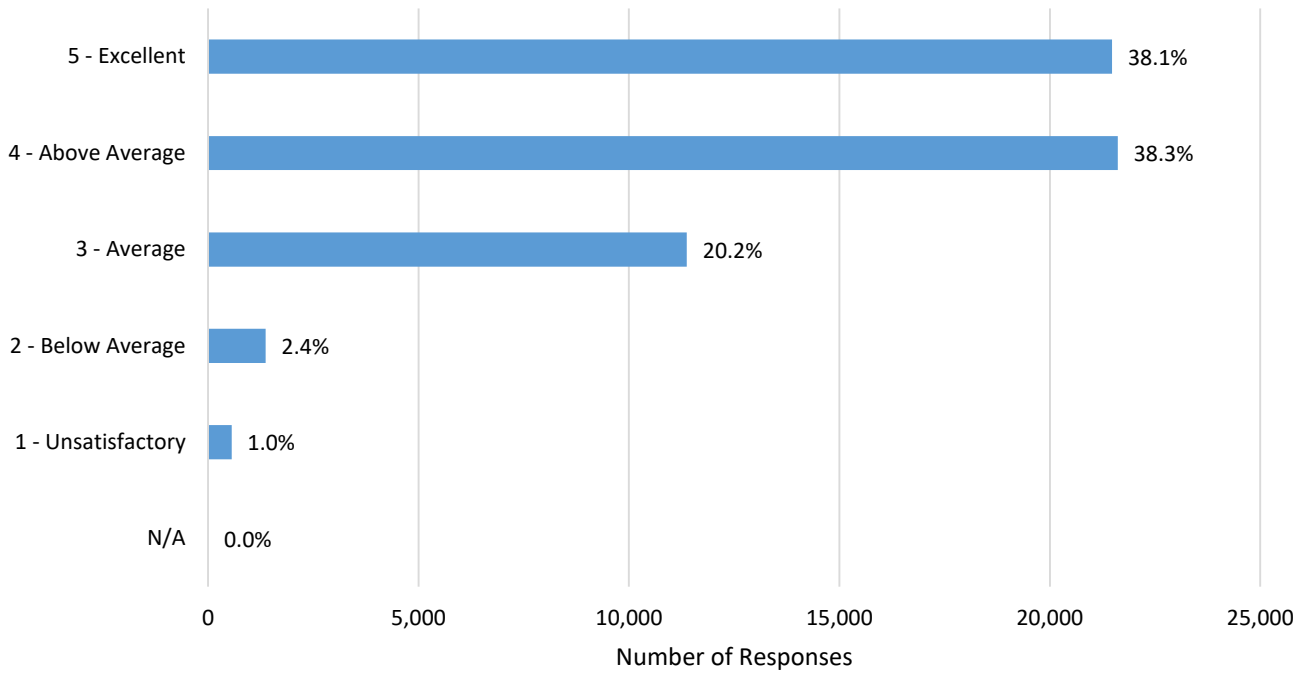


## What is the best way for E-470 to keep you informed?



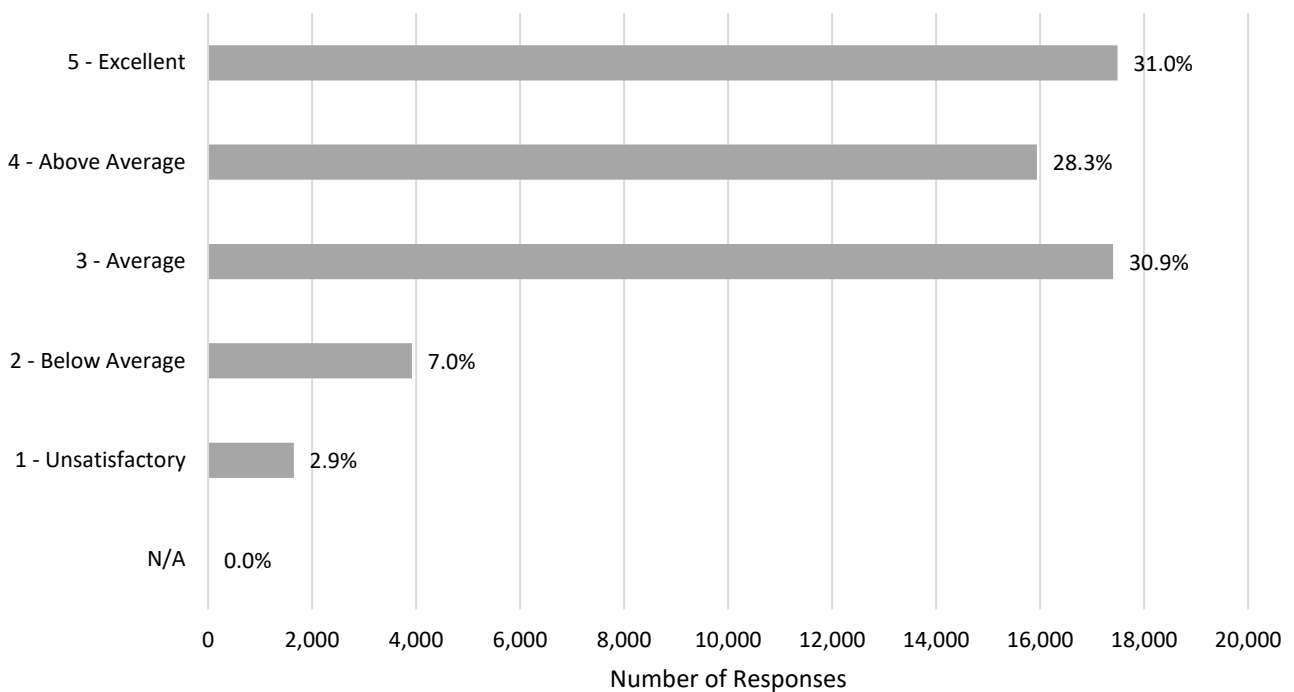
### How satisfied are you with E-470's construction updates? (In general.)

Average score: 4.10



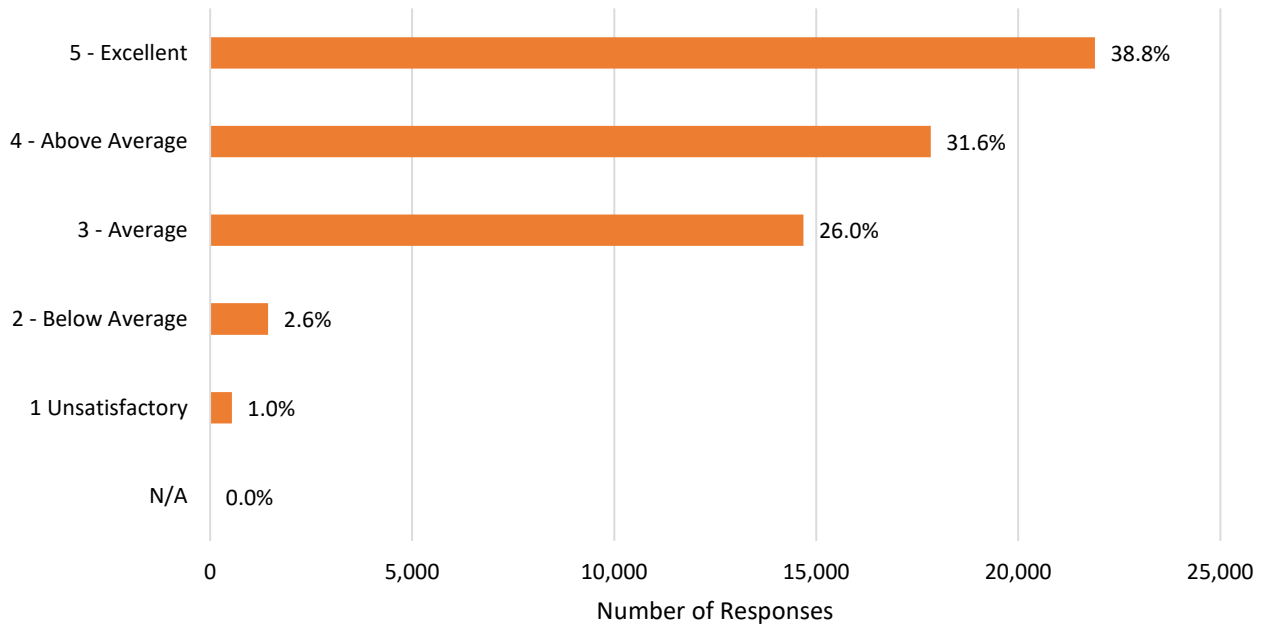
### How satisfied are you with ExpressToll Contests / Promotions?

Average score: 3.77



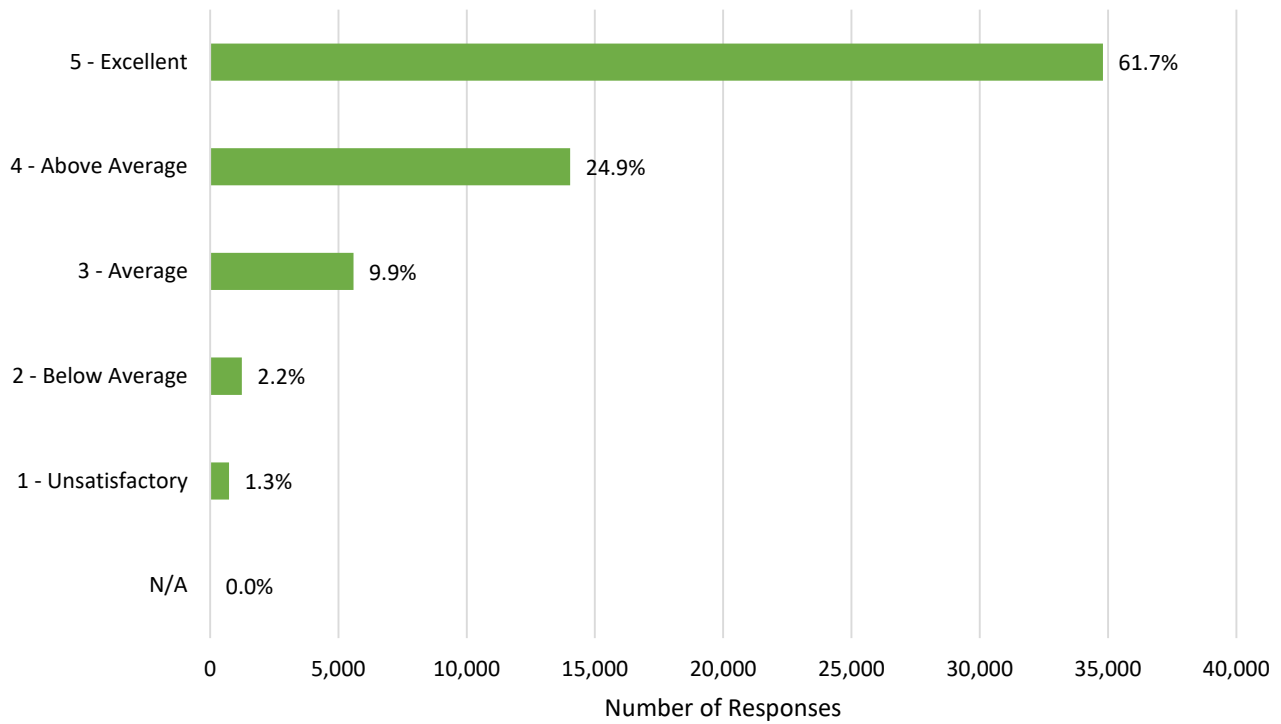
### How satisfied are you with E-470's Safety Campaigns?

Average score: 4.05



### How satisfied are you with how to pay your tolls?

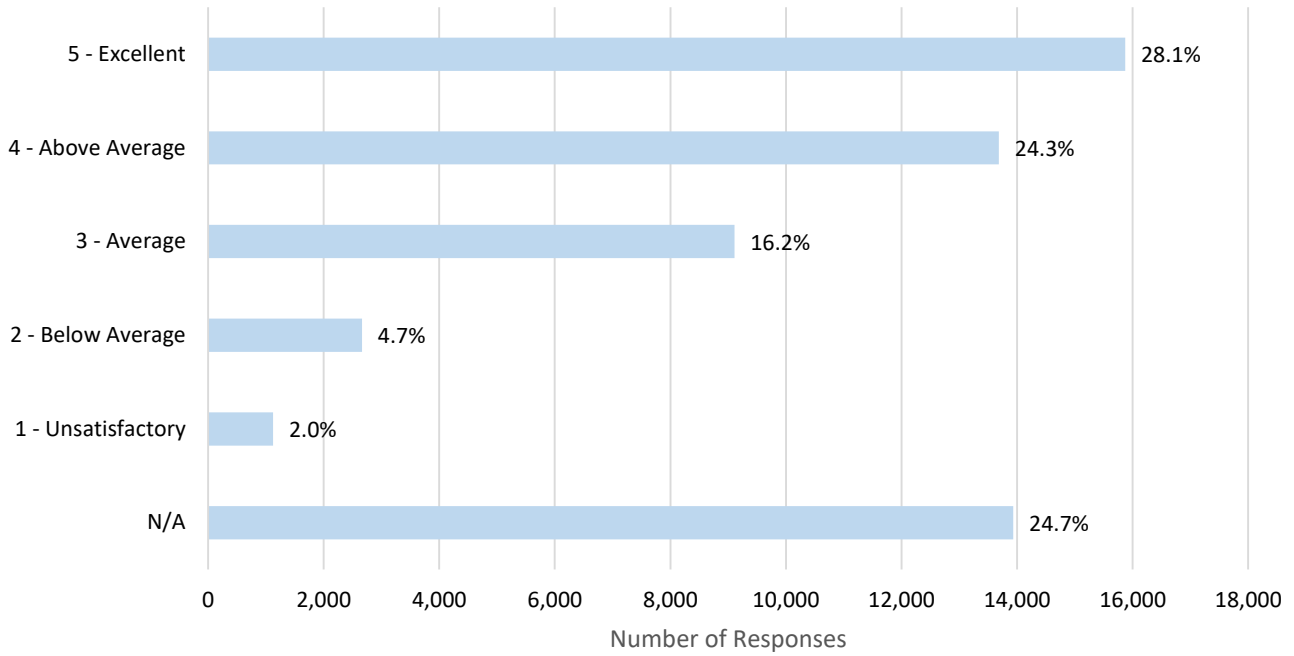
Average score: 4.44





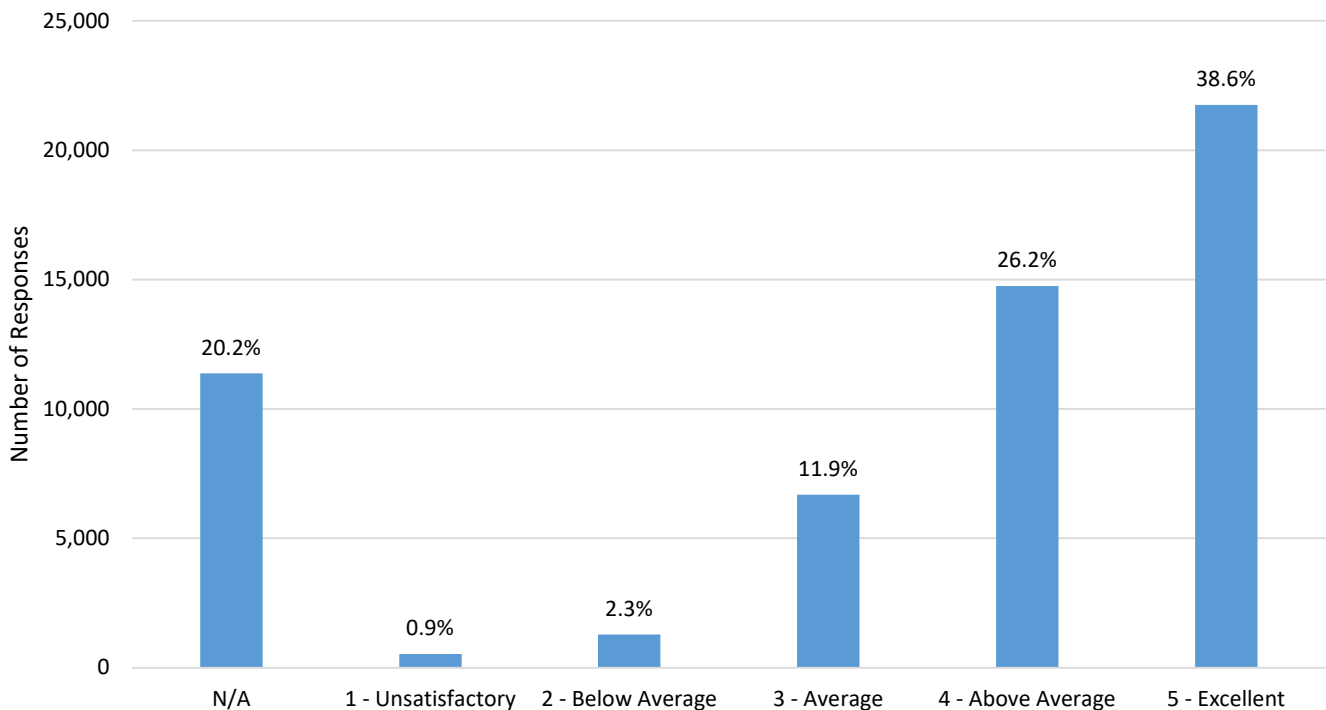
### How satisfied are you with the communication provided regarding CDOT's Express Lanes?

Average score: 3.95



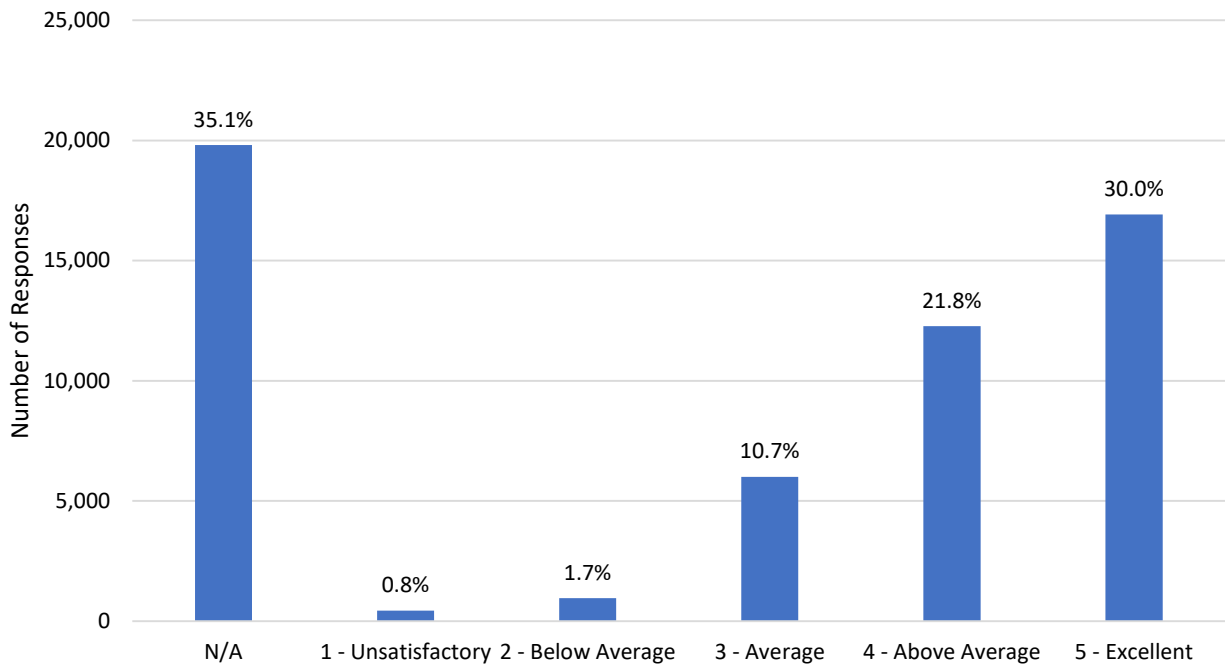
### How satisfied are you with the [www.expresstoll.com](http://www.expresstoll.com) website?

Average score: 4.24



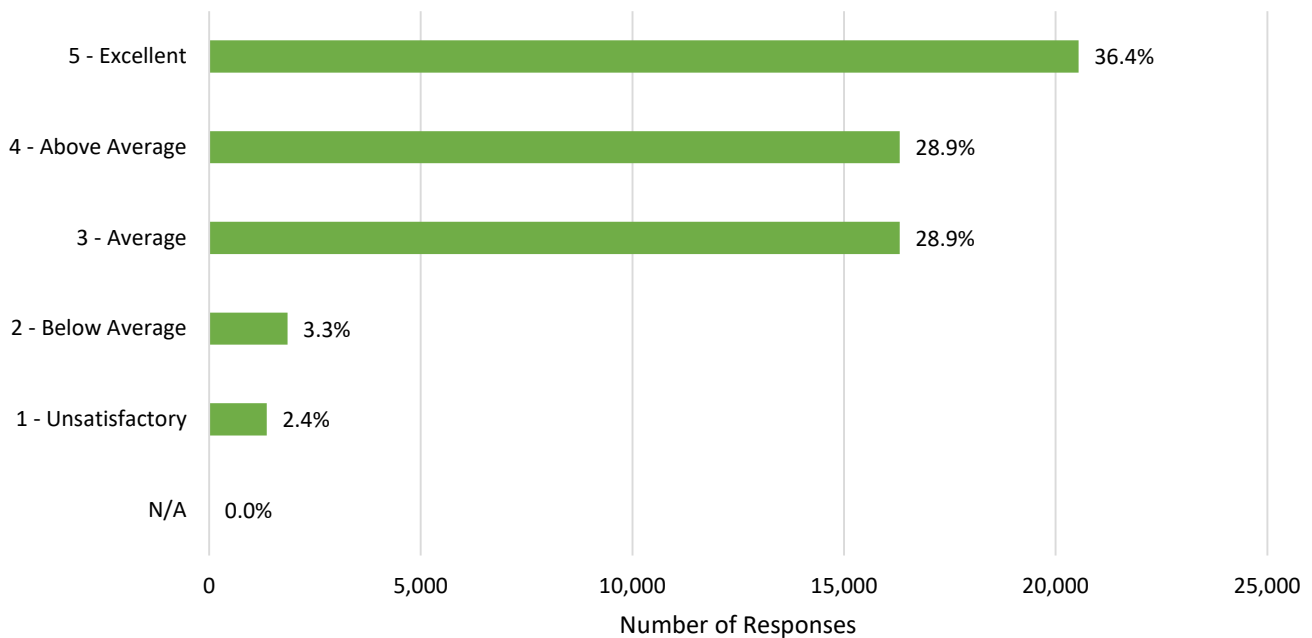
**How satisfied are you with the [www.e-470.com](http://www.e-470.com) website?**

Average score: 4.21

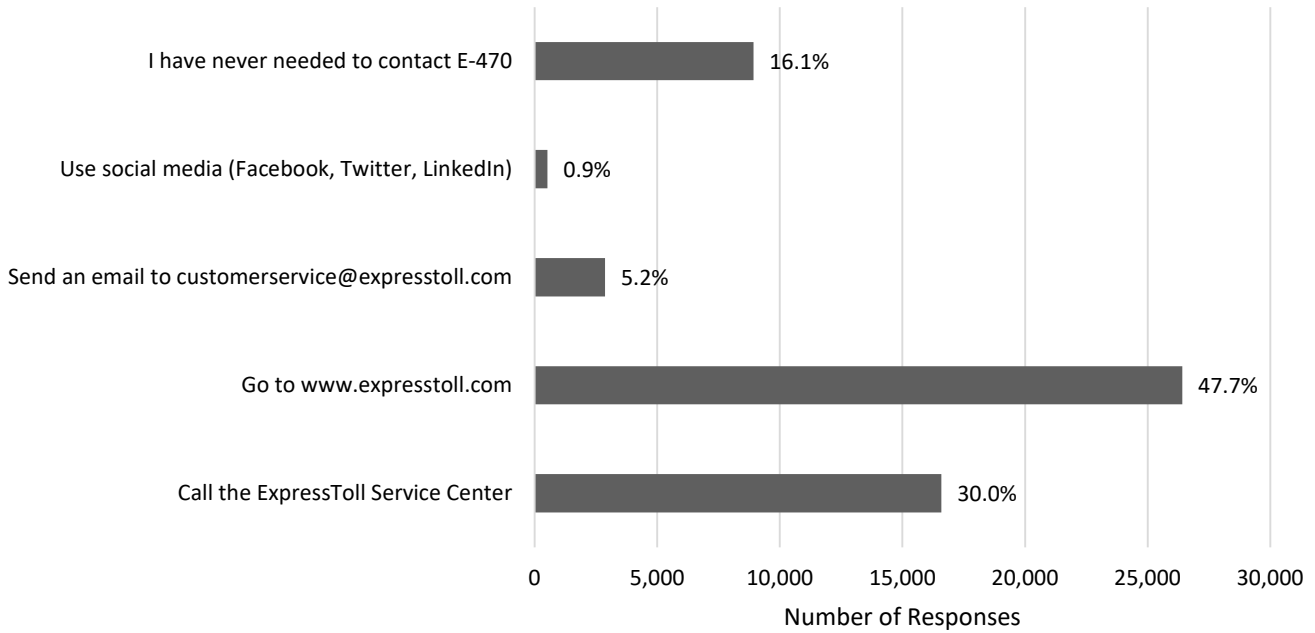


**E-470 implemented an interactive toll calculator in 2016 based on customer feedback. Please rate your level of satisfaction with this new tool located on [www.e-470.com](http://www.e-470.com).**

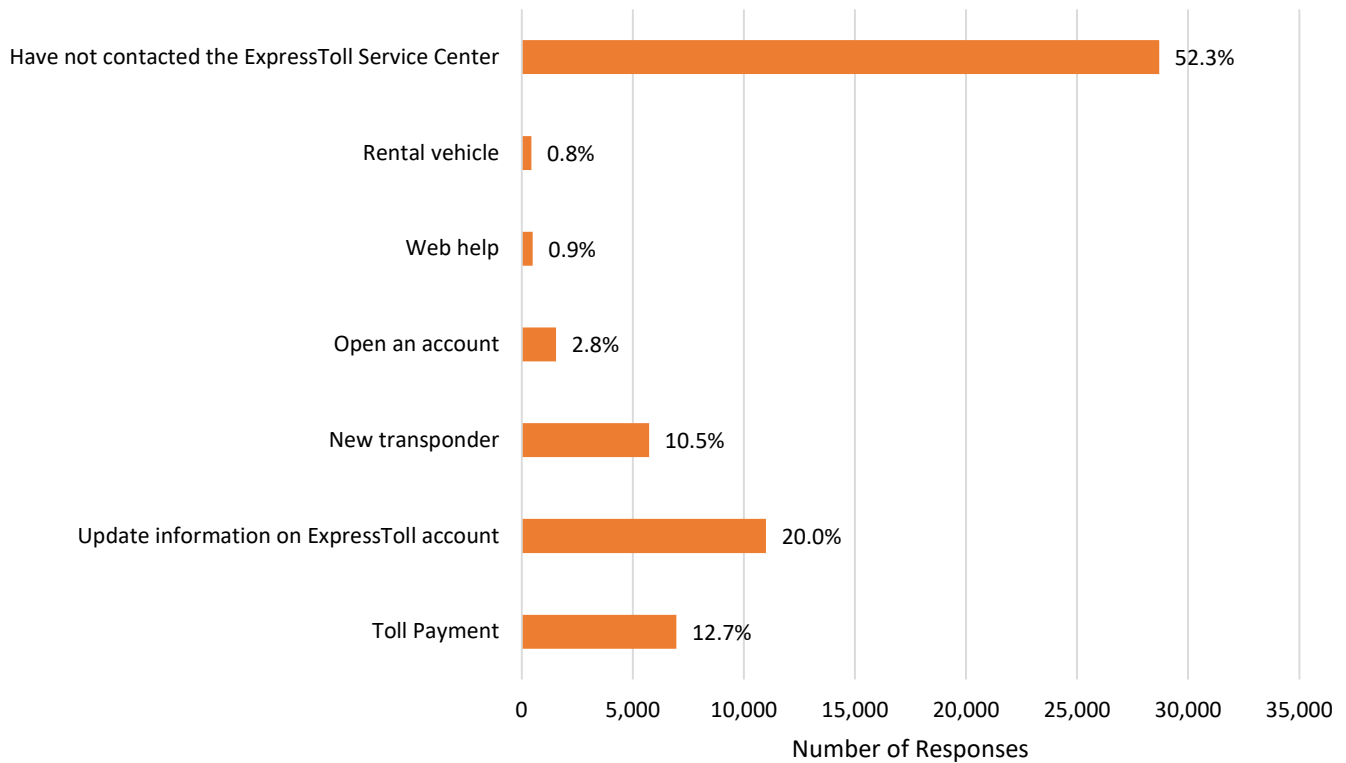
Average score: 3.94



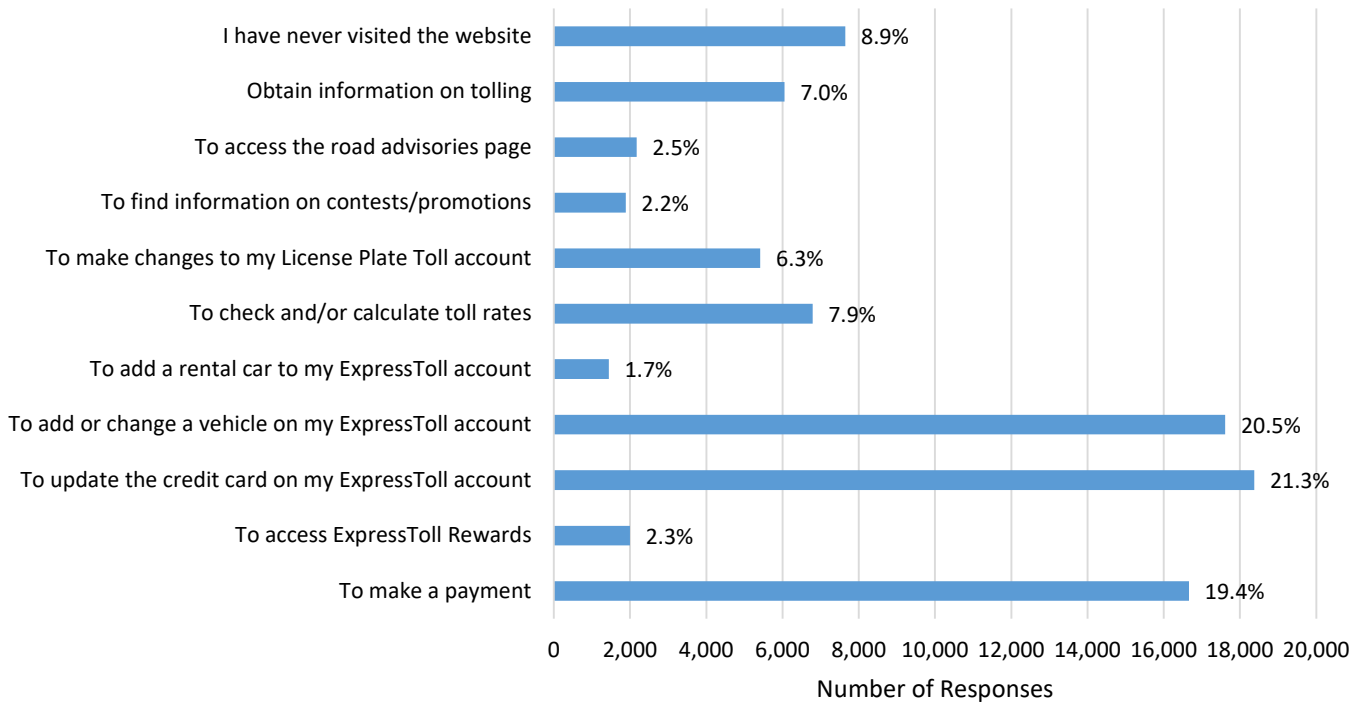
### When communicating with E-470, what is your first step?



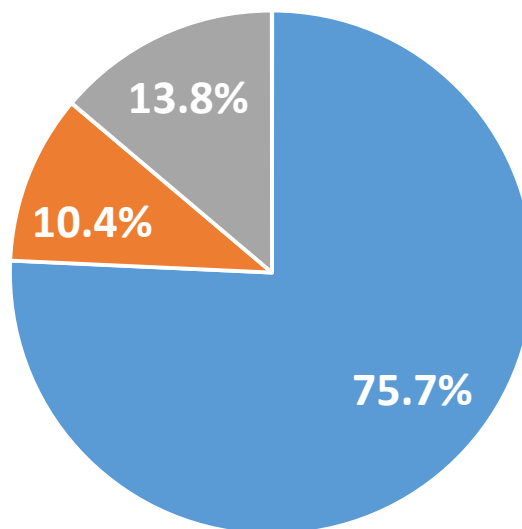
### If you have recently called in to our ExpressToll Service Center, what was the reason?



**If you have visited the website, for what reason(s) did you visit [www.expresstoll.com](http://www.expresstoll.com)?  
(You may select more than one.)**

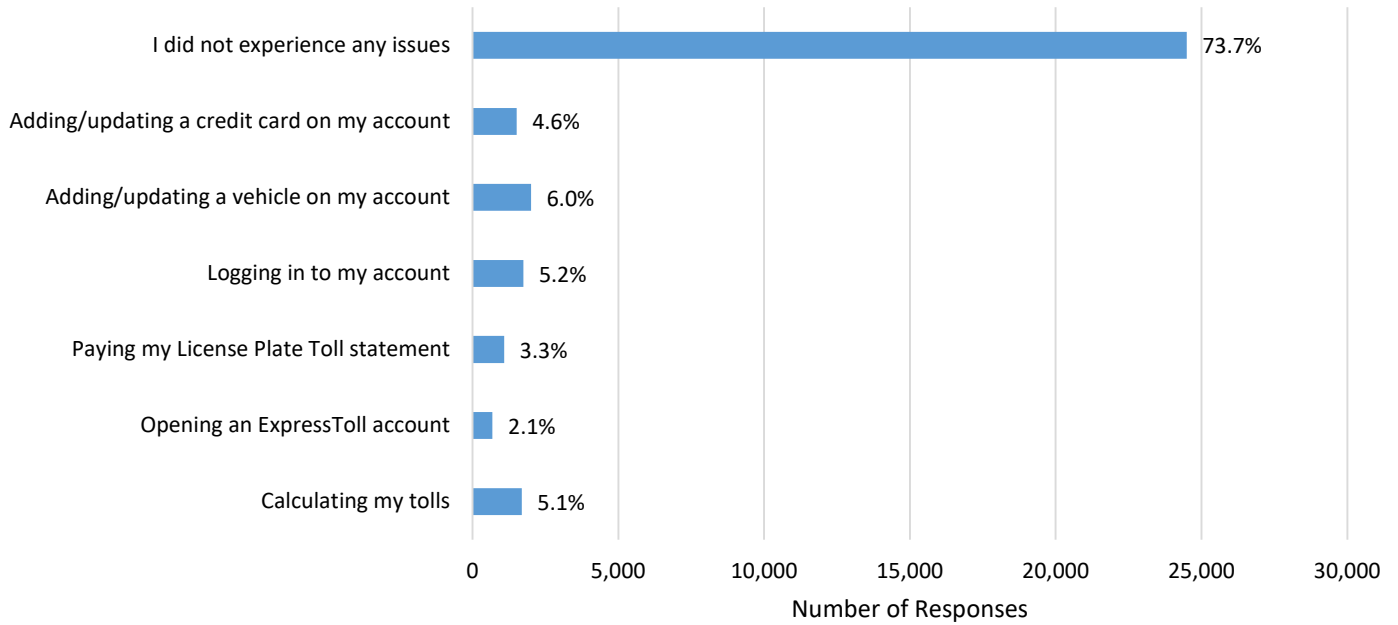


**When using [www.expresstoll.com](http://www.expresstoll.com), are you able to find what you need and navigate through the site easily?**

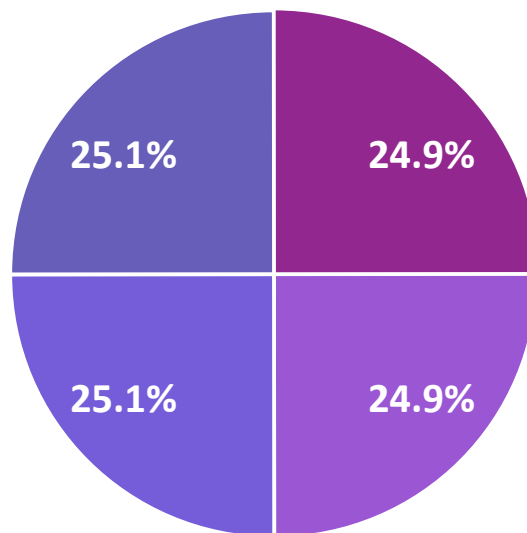


- Yes, easy to access the information I need
- No, I have difficulty finding the information I need
- I have never visited the website

If you answered “no” to the previous question, please indicate which items created the biggest challenge for you.

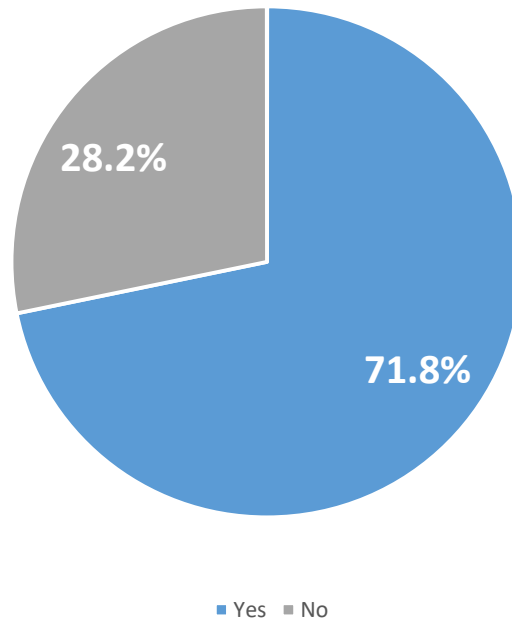


What technological improvements would you like E-470 to consider to improve your experience as a customer?

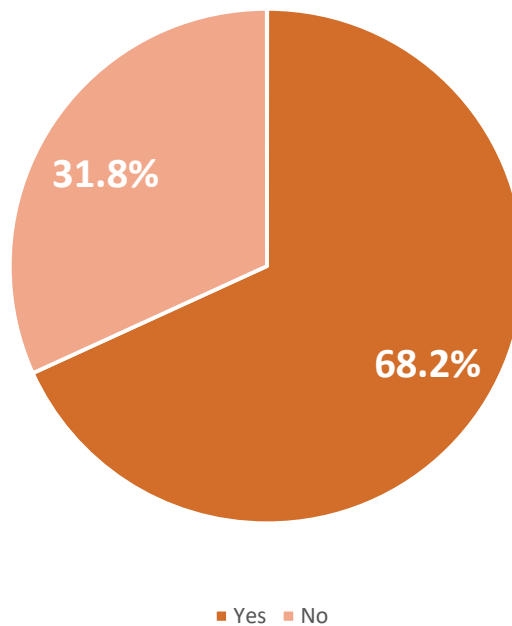


- Smartphone (iPhone or Droid) application
- Improved service center phone options
- Web chat features
- Other (Provide suggestions in next question)

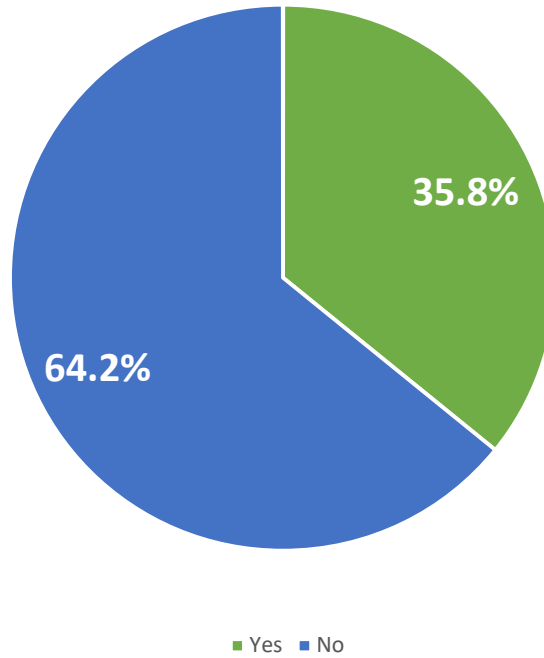
**Did you know that your ExpressToll account will work on all Colorado HOV and Express Lanes, such as I-25, US 36 and the I-70 Mountain Express Lane?**



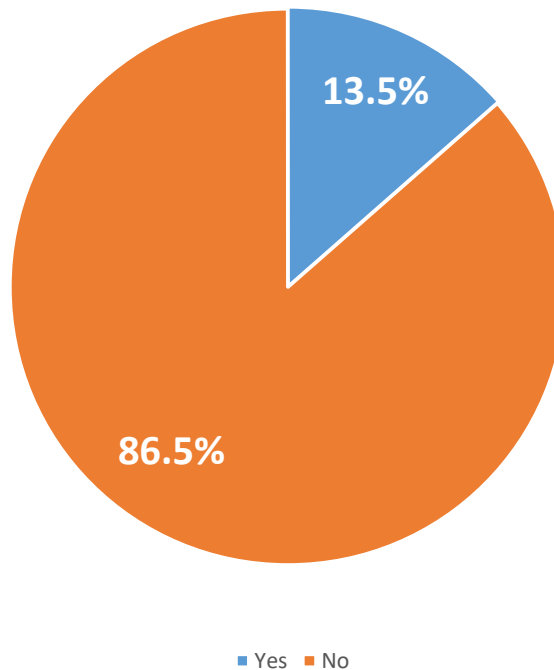
**Did you know E-470 is financed by tolls and receives no state or federal funds?**



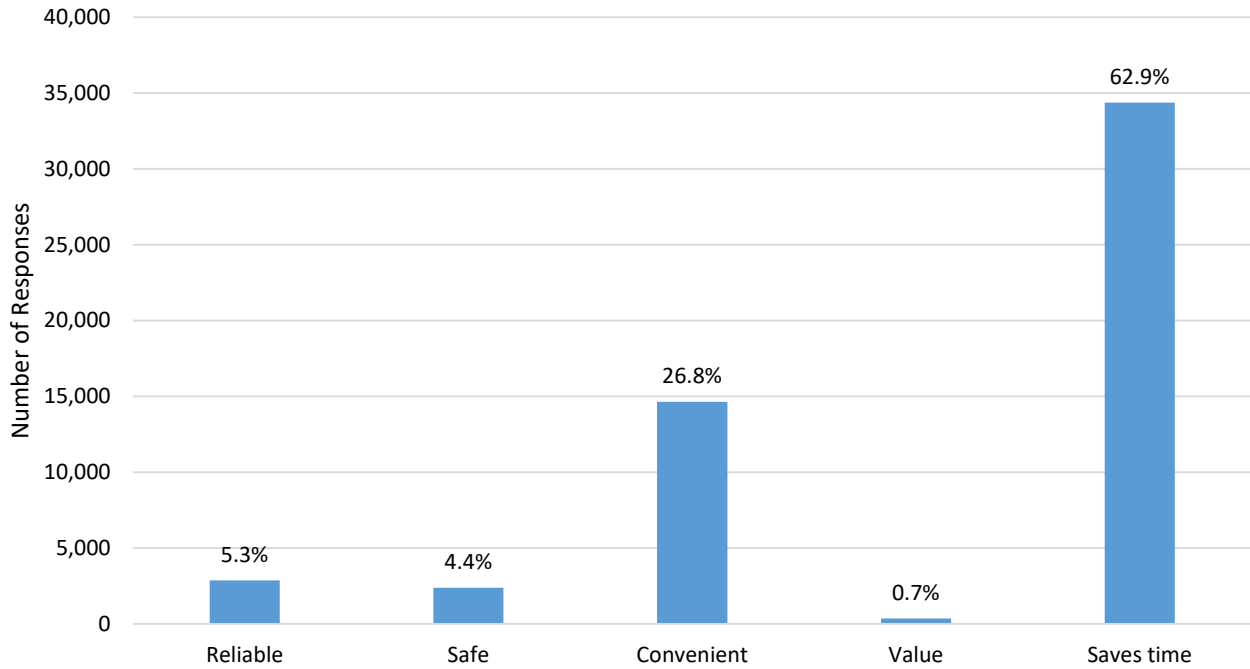
Did you know that E-470 is owned and governed by a group of eight local governments in Colorado?



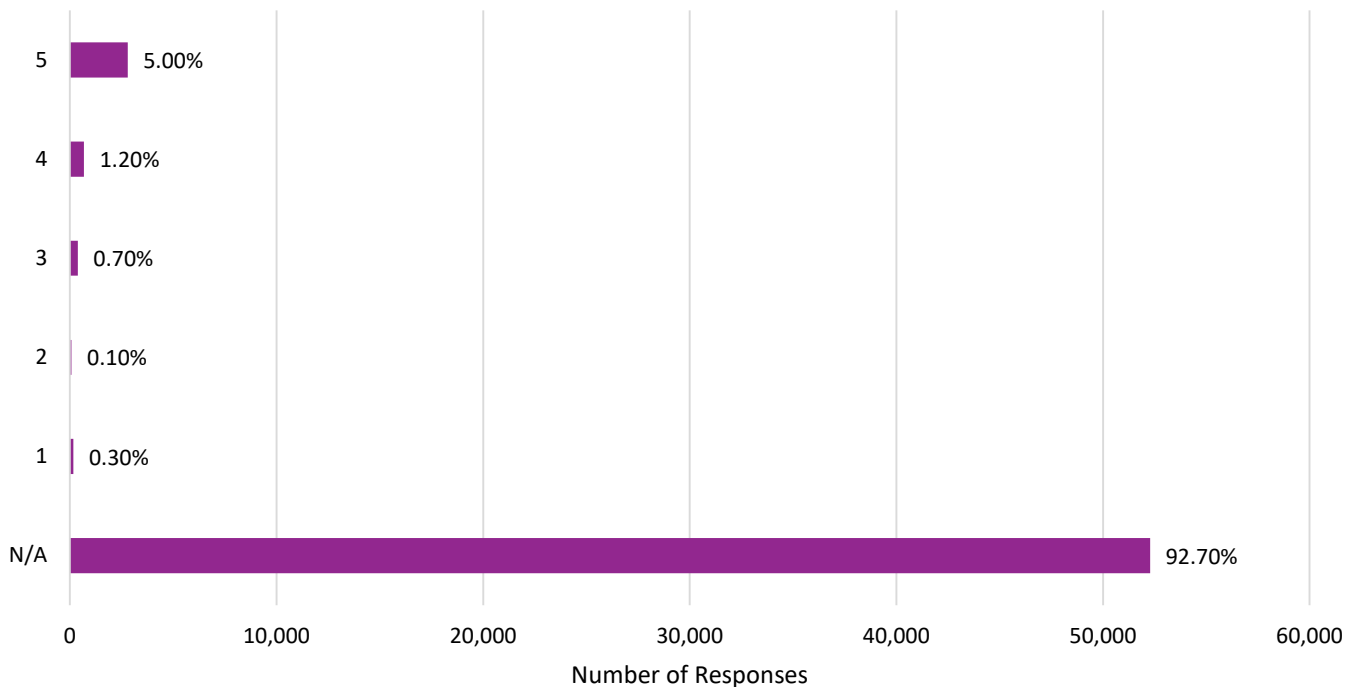
Did you know that E-470 now offers two fast charging electric vehicle stations at the ExpressToll Service Center off of E-470 and 6th Parkway that are free to its customers?



**Which of the following best describes the reason you use E-470?**

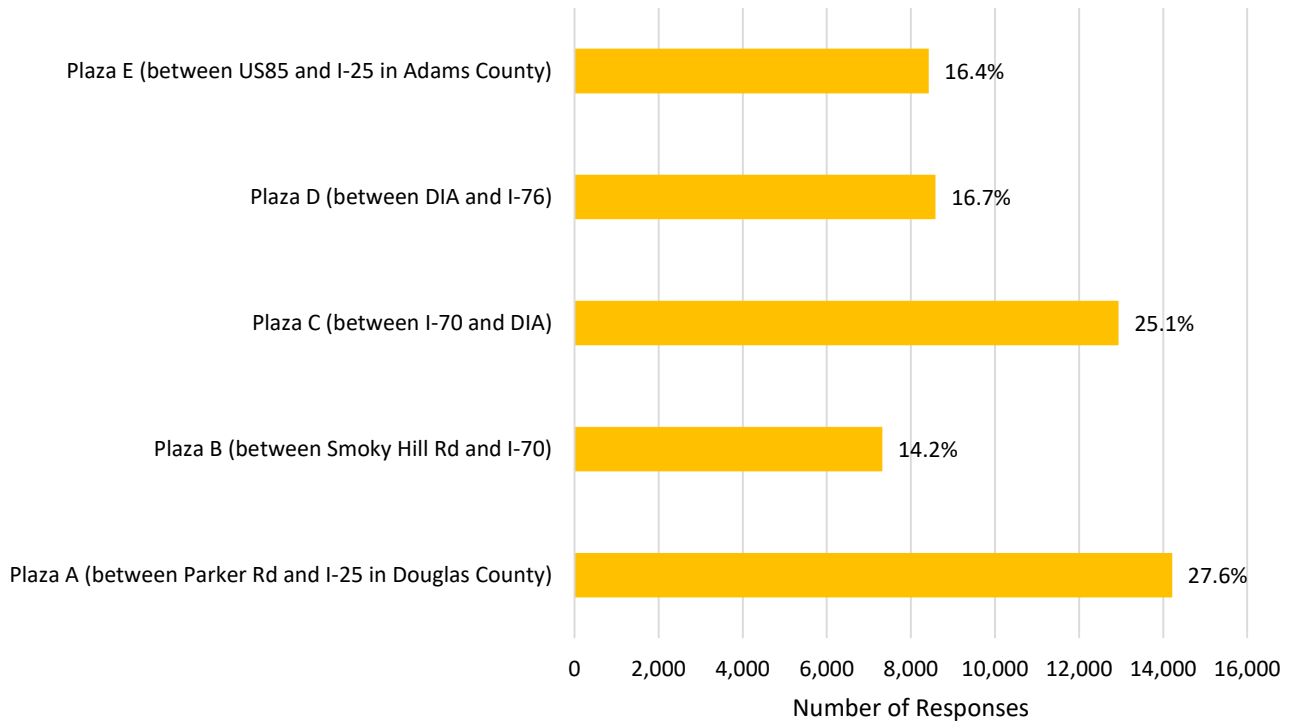


**If you have been helped by E-470 Roadside Assistance personnel, please rate your satisfaction with Roadside Assistance’s service. Average score: 4.43**

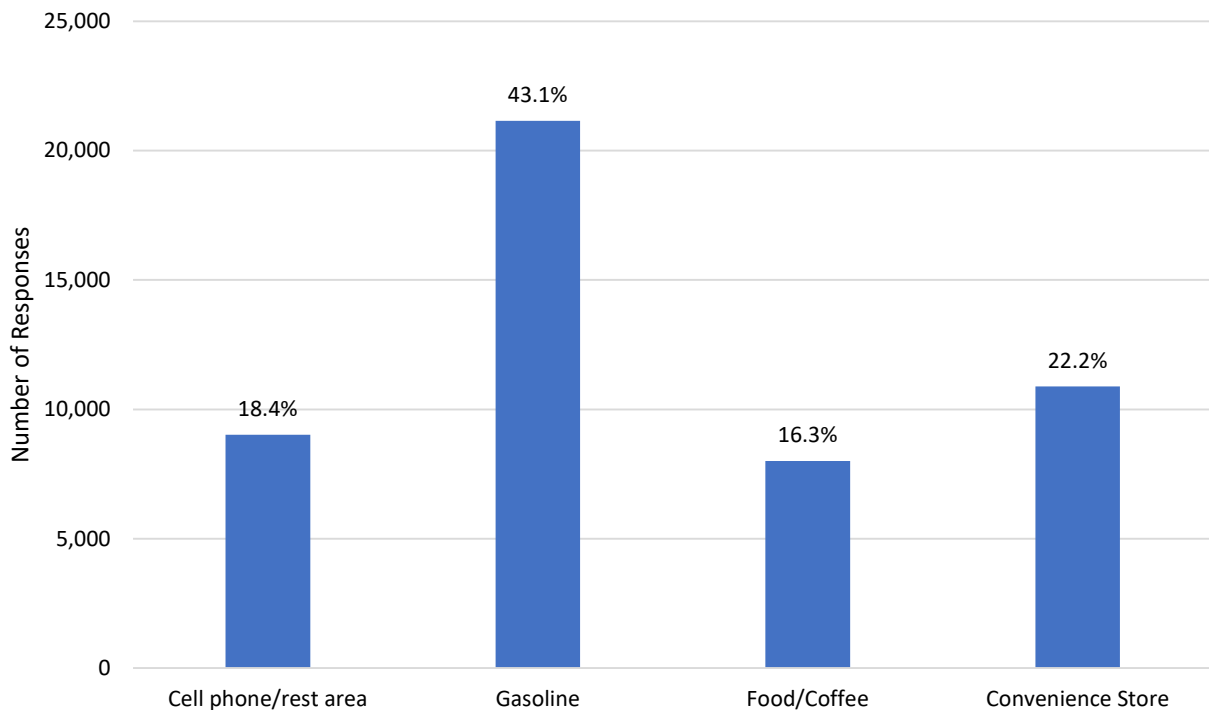




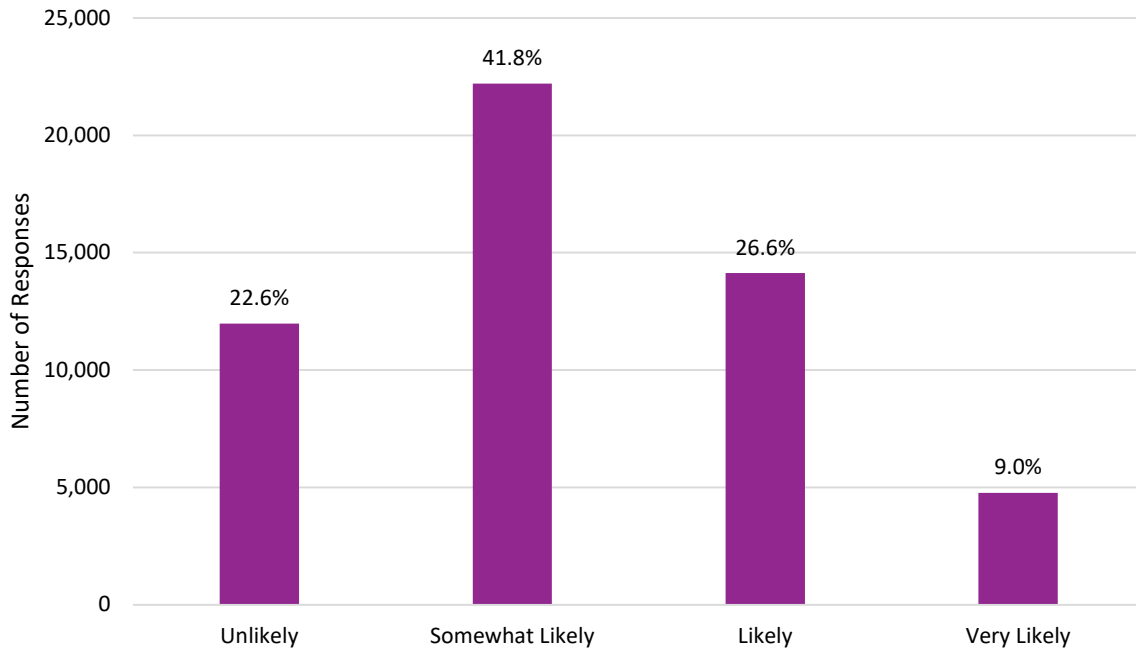
### Which toll plazas do you pass most frequently?



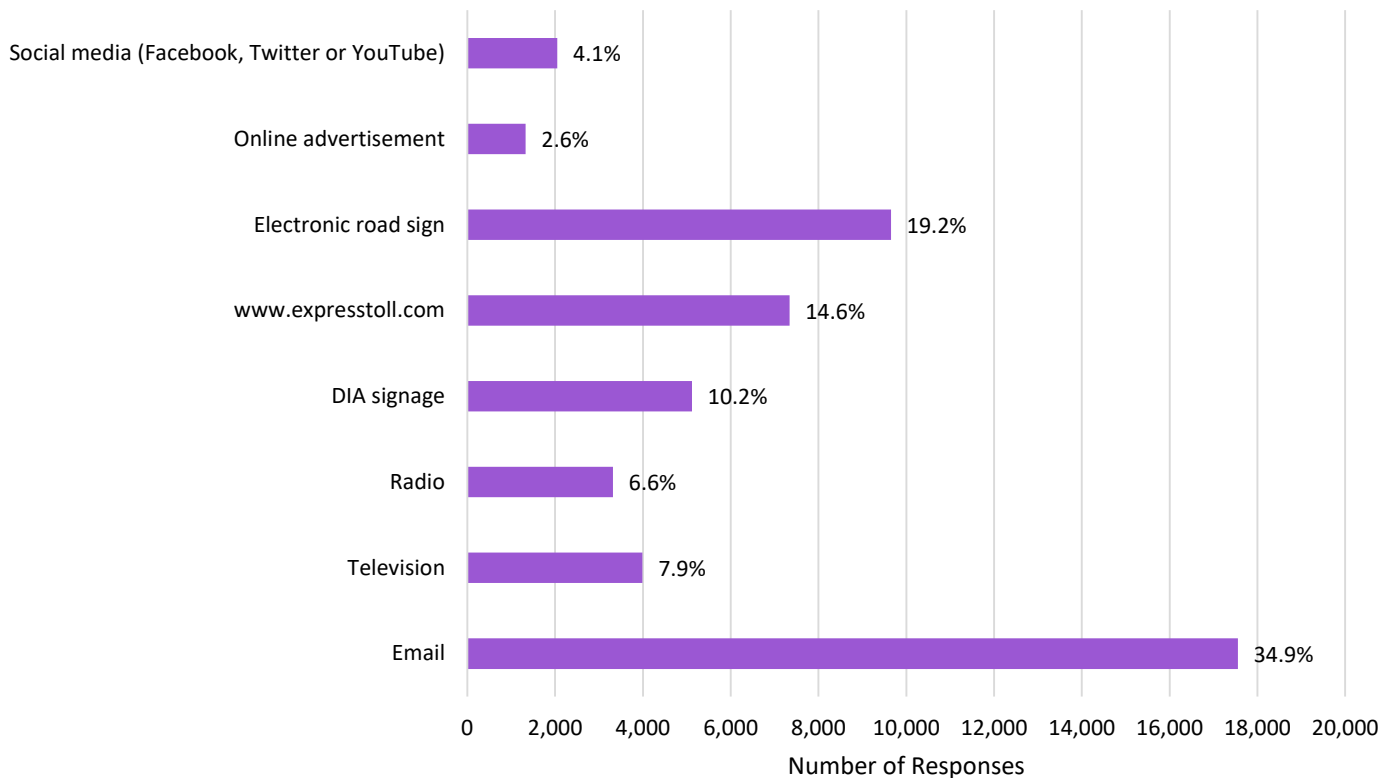
### What services would you like offered at the Plazas?



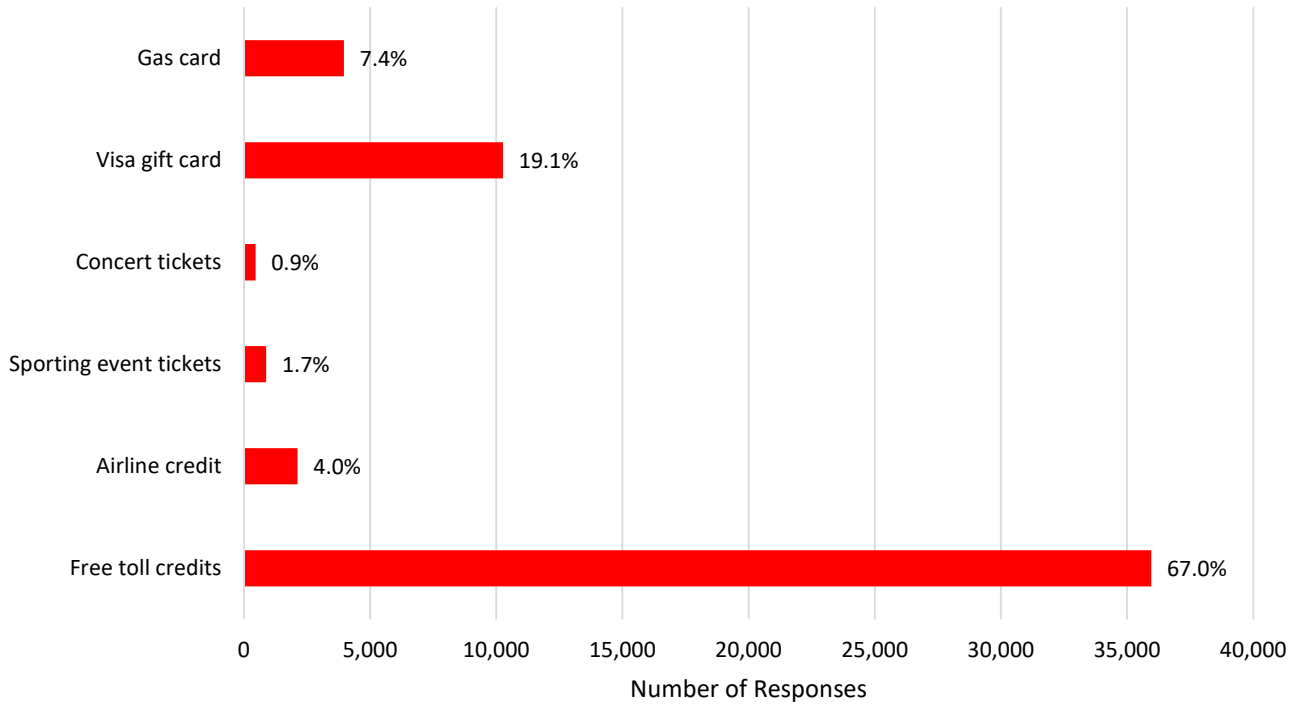
**If the services from the previous question were offered, how likely would you take advantage of these services on a regular basis?**



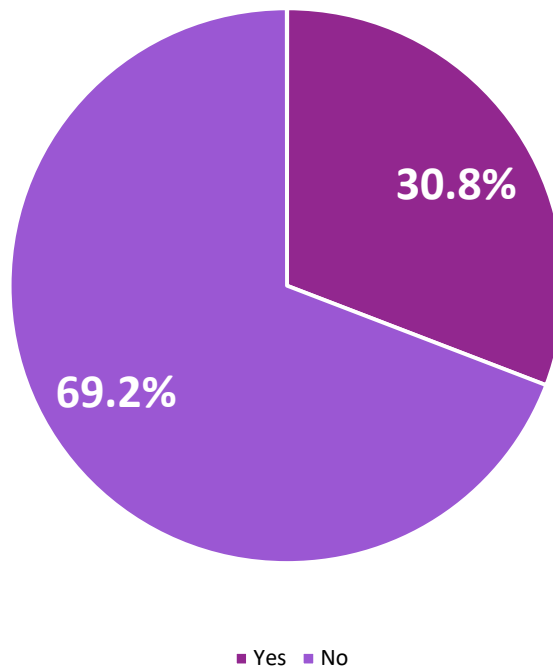
**Where have you recently seen/heard an E-470 and/or ExpressToll advertisement?**



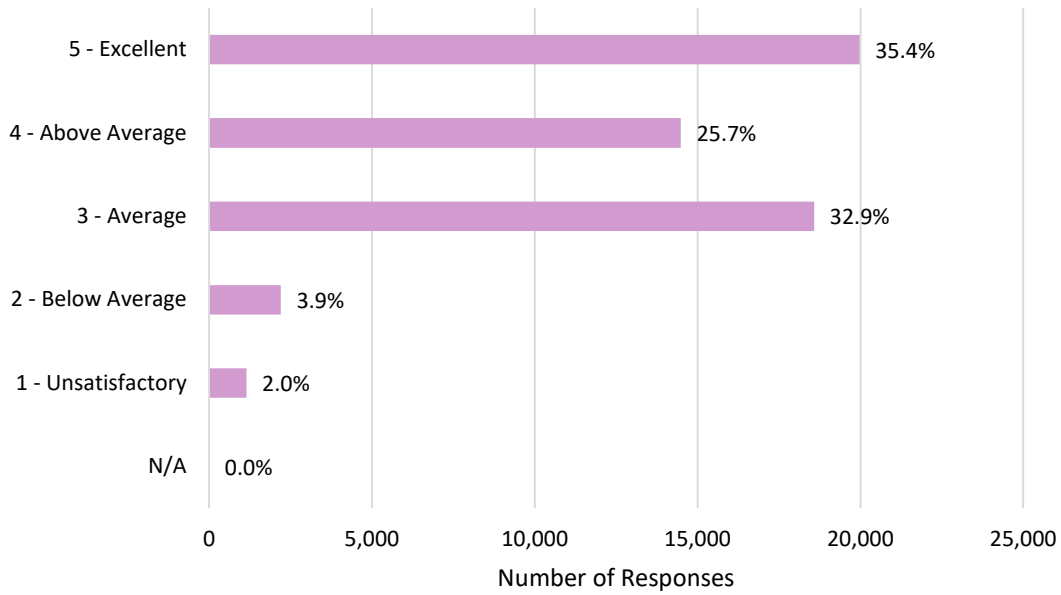
### What contest / promotional prizes would be most appealing to you?



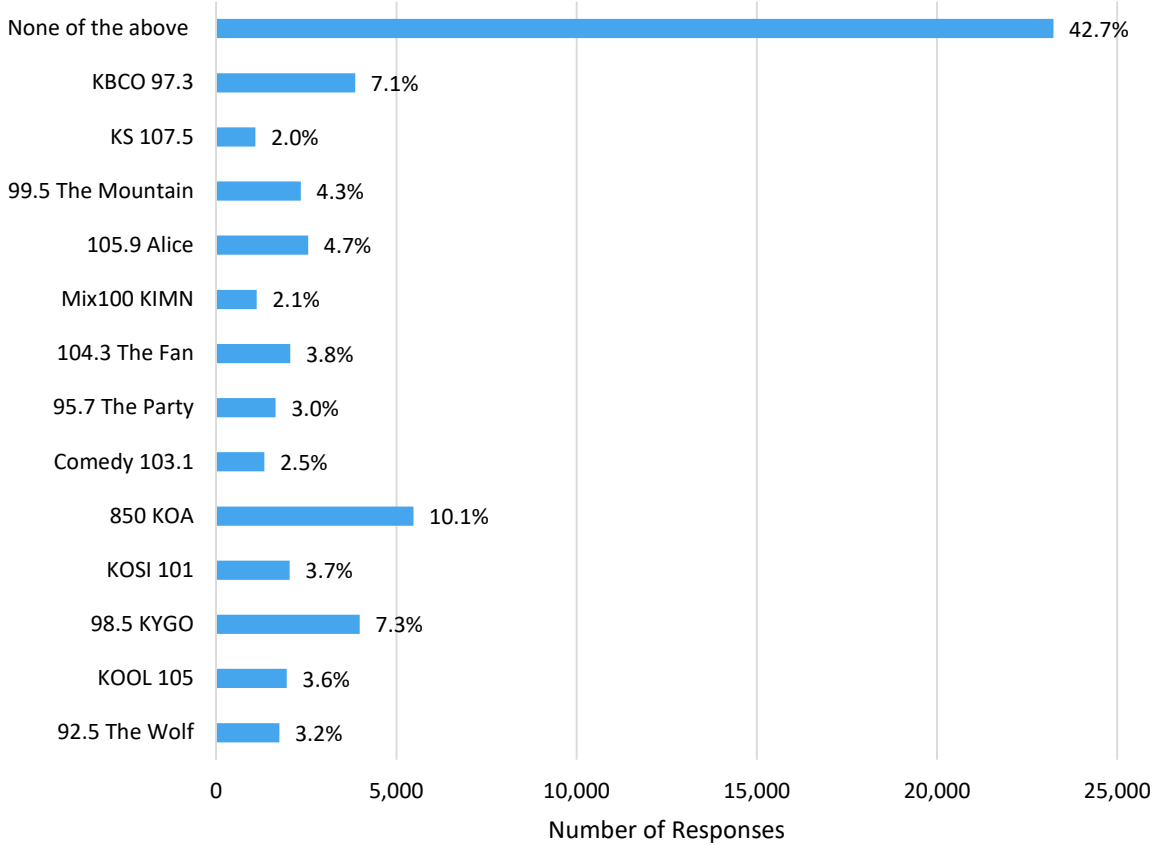
### Did the most recent advertisement you saw make you think about choosing E-470?



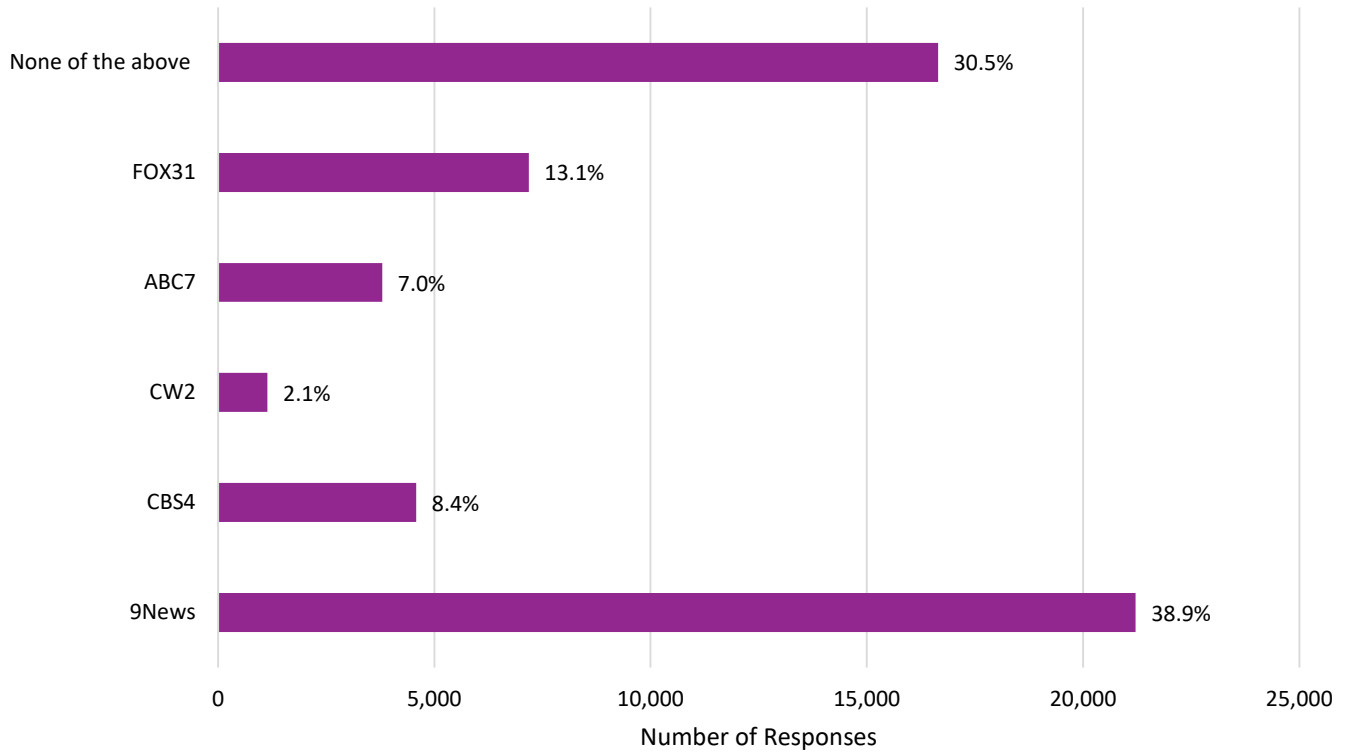
Please rate your satisfaction with the most recent E-470/ExpressToll advertisement you saw/heard. Average score: 3.89



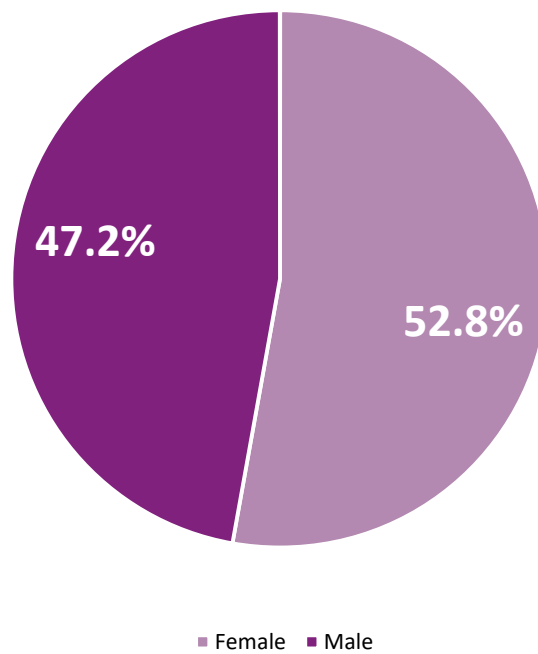
### What Denver radio station do you listen to most often?



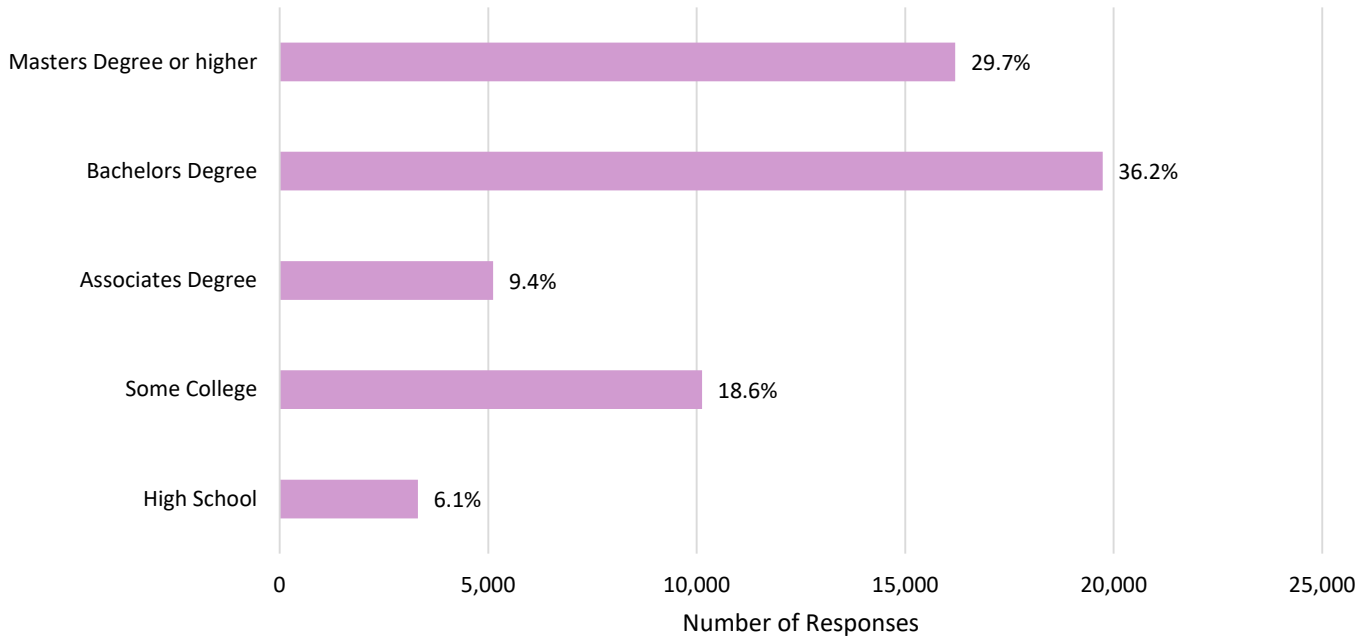
### What Denver news station do you view most often?



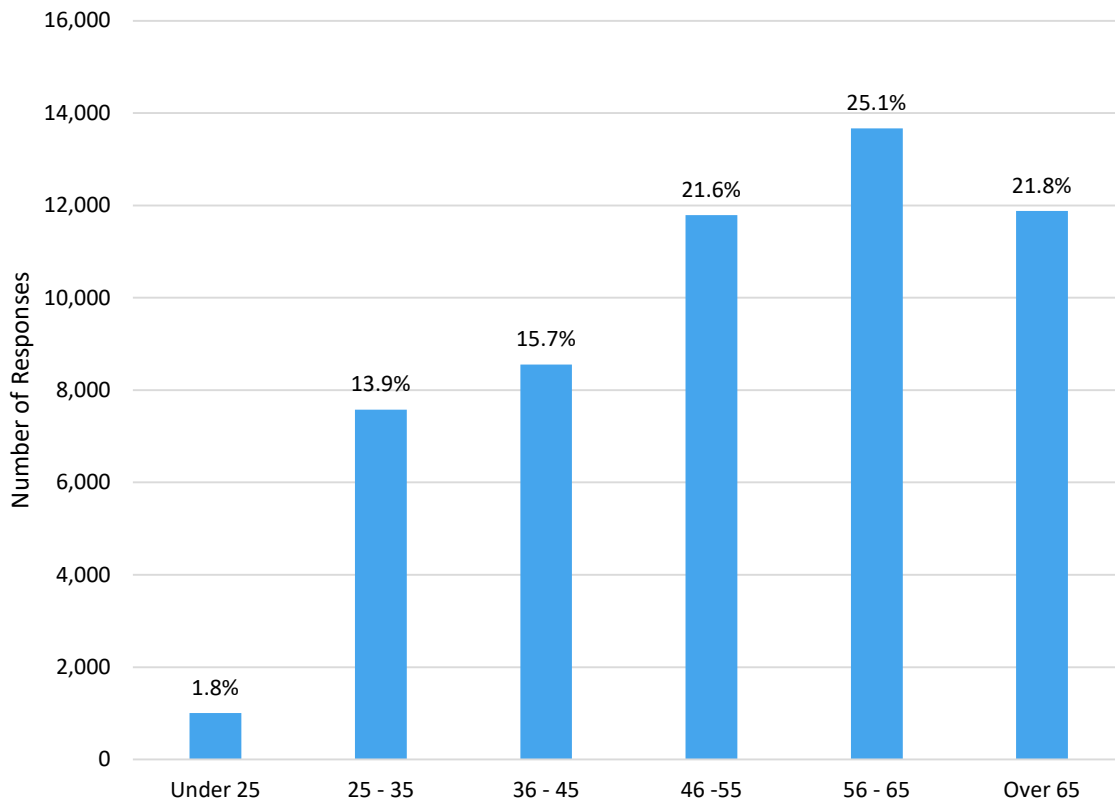
### Please select your gender.



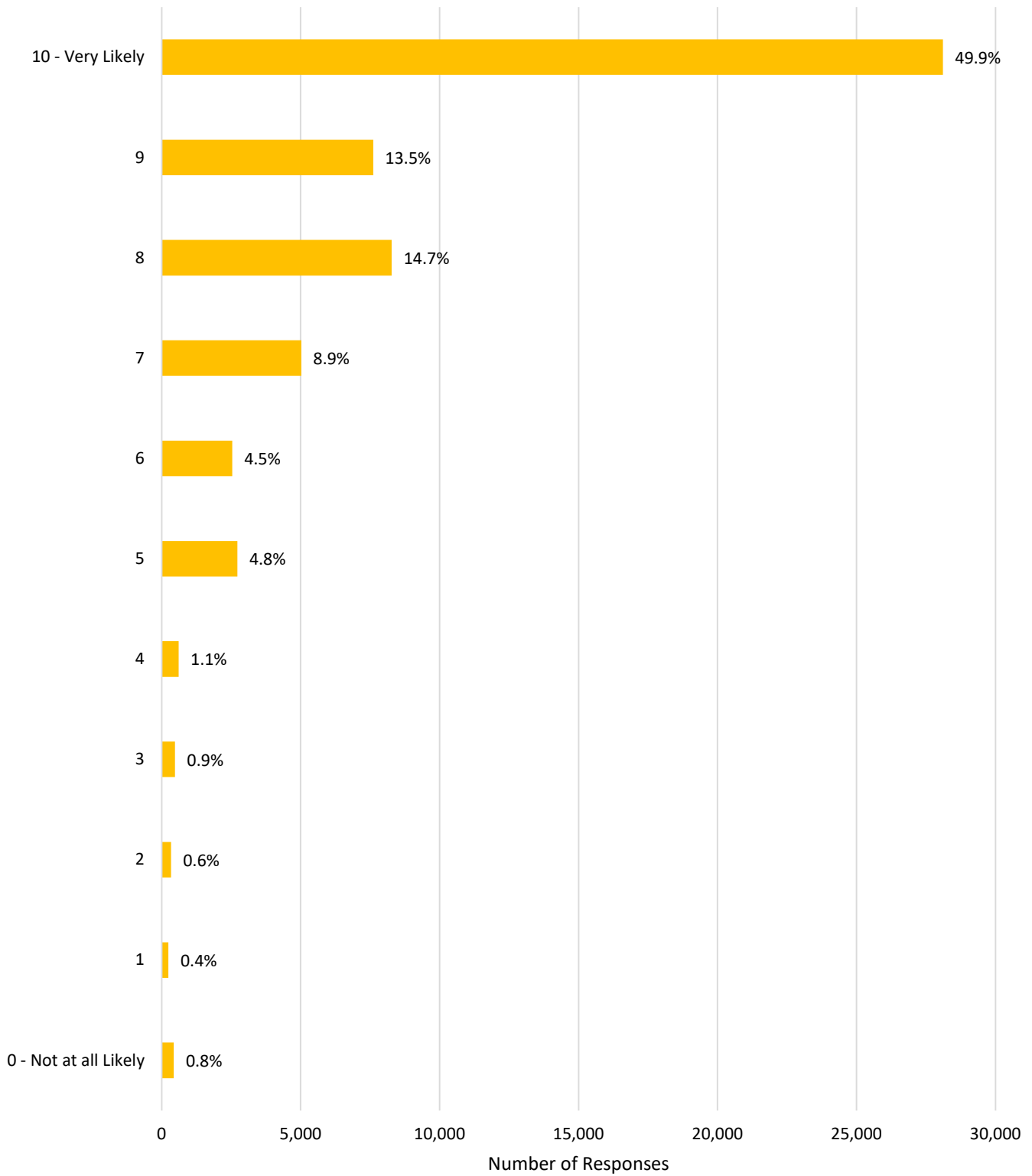
**Please select your highest level of education.**



**Please select your age.**



### How likely is it that you would recommend ExpressToll to a friend or colleague?



The following Gap Analysis interprets data from the questions that ask to rate satisfaction with your experience as a customer and indicate how important this experience is to you. This analysis ranks what customers indicate is most important, ranks what customers are most satisfied with, and compares satisfaction versus importance.

QUESTION	IMPORTANCE RANK	SATISFACTION RANK	IMPORTANCE SCORE	SATISFACTION SCORE	GAP SCORE	GAP RANK
I feel safe when traveling on E-470.	2	3	4.73	4.64	0.09	6
E-470 is clean and free of debris.	8	1	4.55	4.66	-0.11	9
E-470 road signage is well maintained and easy to read.	4	4	4.64	4.63	0.01	8
During winter, E-470 is kept free of snow.	1	5	4.79	4.55	0.24	2
The sections of E-470 that I travel are well maintained with smooth pavement.	3	2	4.66	4.65	0.01	7
The signage and warning signals provided to alert drivers to construction work zone areas are effective. (In general)	5	6	4.63	4.52	0.11	5
E-470 cares about their customers.	7	8	4.55	4.42	0.13	4
If I were stranded on the E-470, I would feel confident that the E-470 Roadside Assistance team (a free service to assist stranded motorists) would respond quickly.	6	7	4.59	4.43	0.16	3
The landscaping / aesthetics / general appearance of E-470 is well maintained.	10	9	3.75	4.40	-0.65	10
Overall, I am satisfied with the value that I receive from using / driving E-470.	9	10	4.47	4.18	0.29	1