



2019 Annual Customer Experience Survey

Overview Report

Conducted October-December 2019

2019 Annual Customer Experience Survey Overview

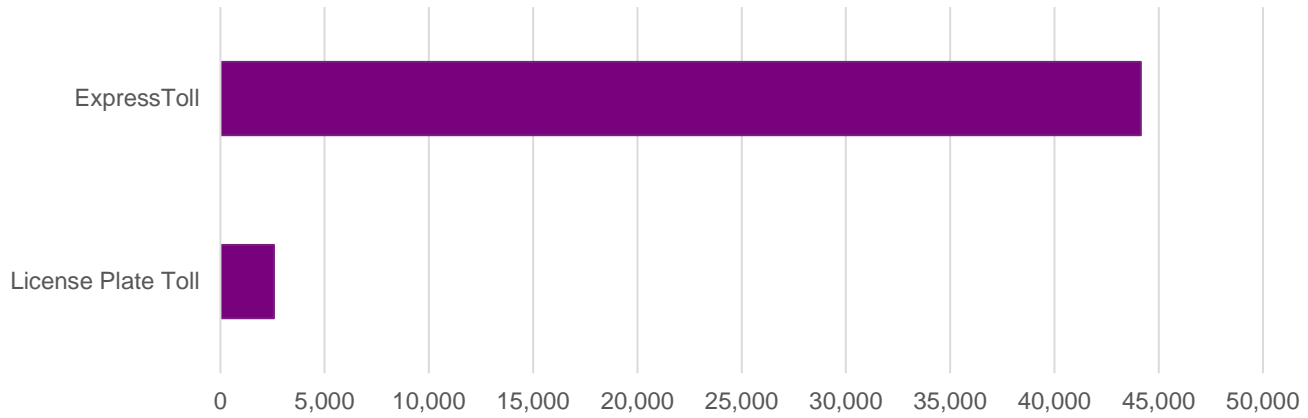
The following is an overview report of the results from our year-end 2019 Annual Customer Experience Survey. The survey distributed to our customers via email, social media and the website, and was available from October through December 2019. The survey questions address level of satisfaction and preferences on payment methods, road conditions, communication channels and more. We received 48,905 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:

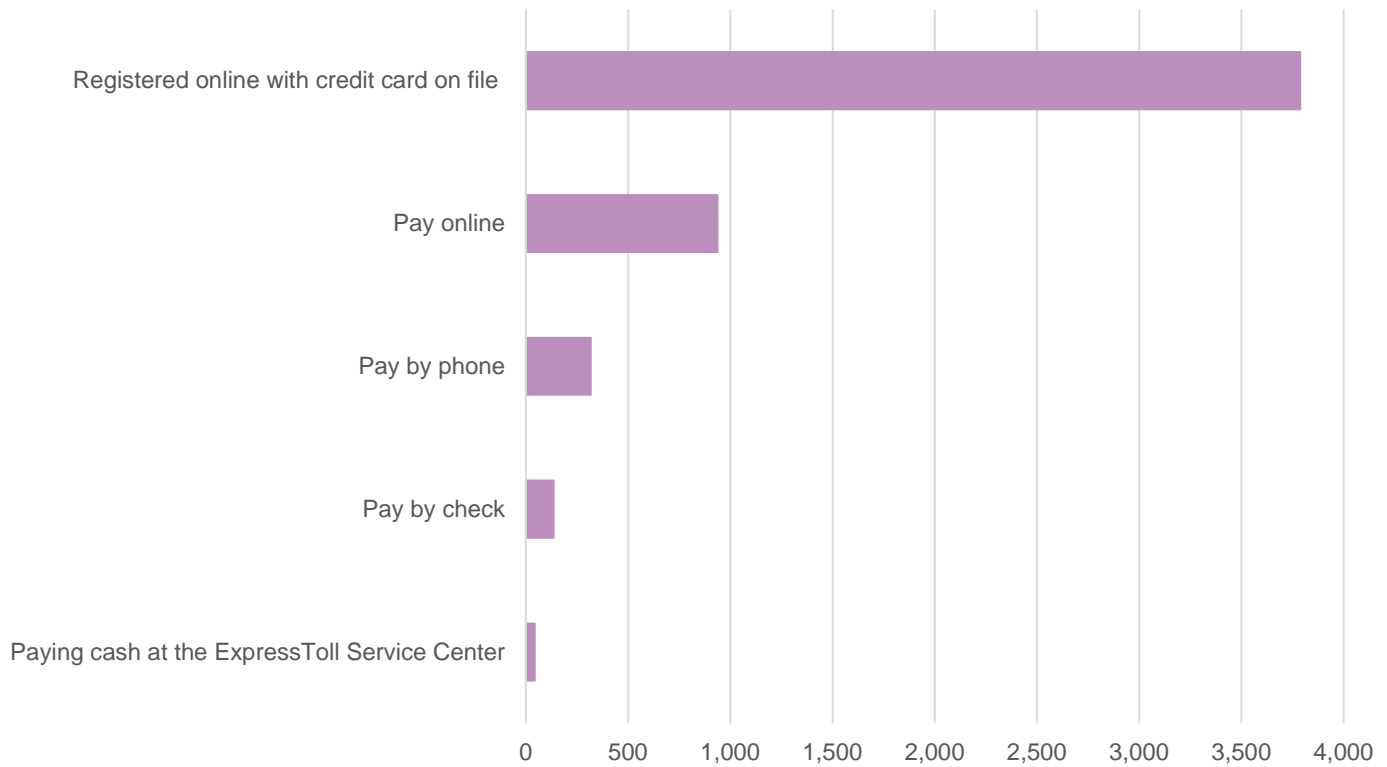


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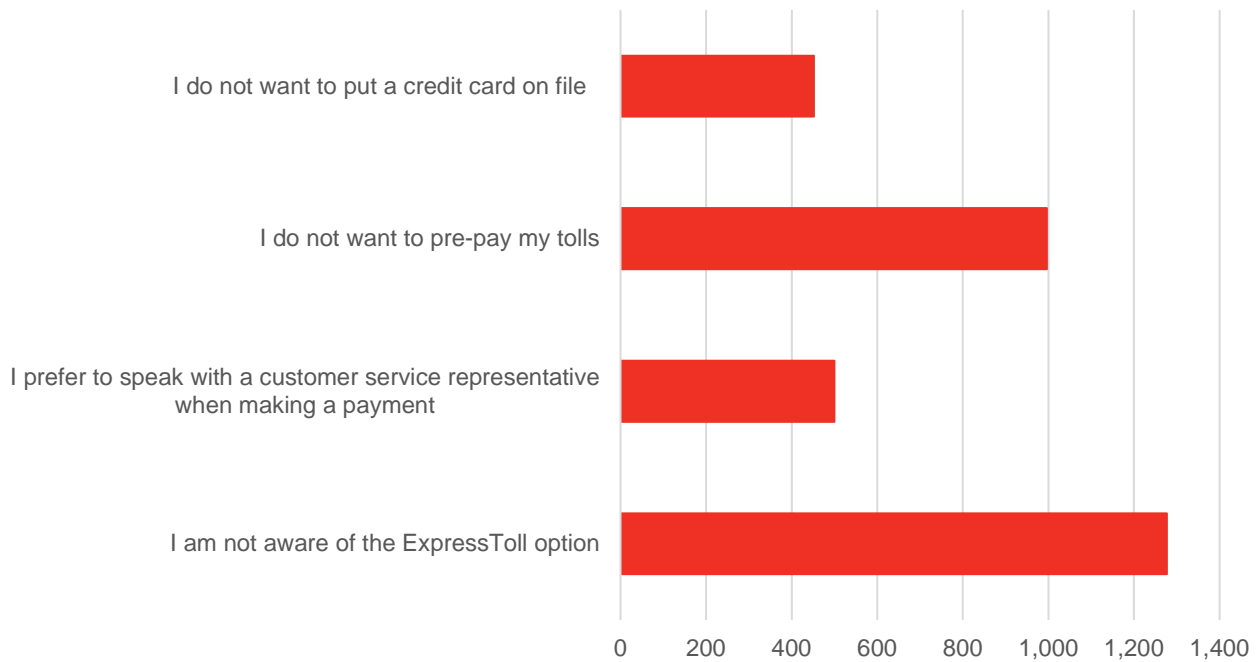
Please choose your account type.



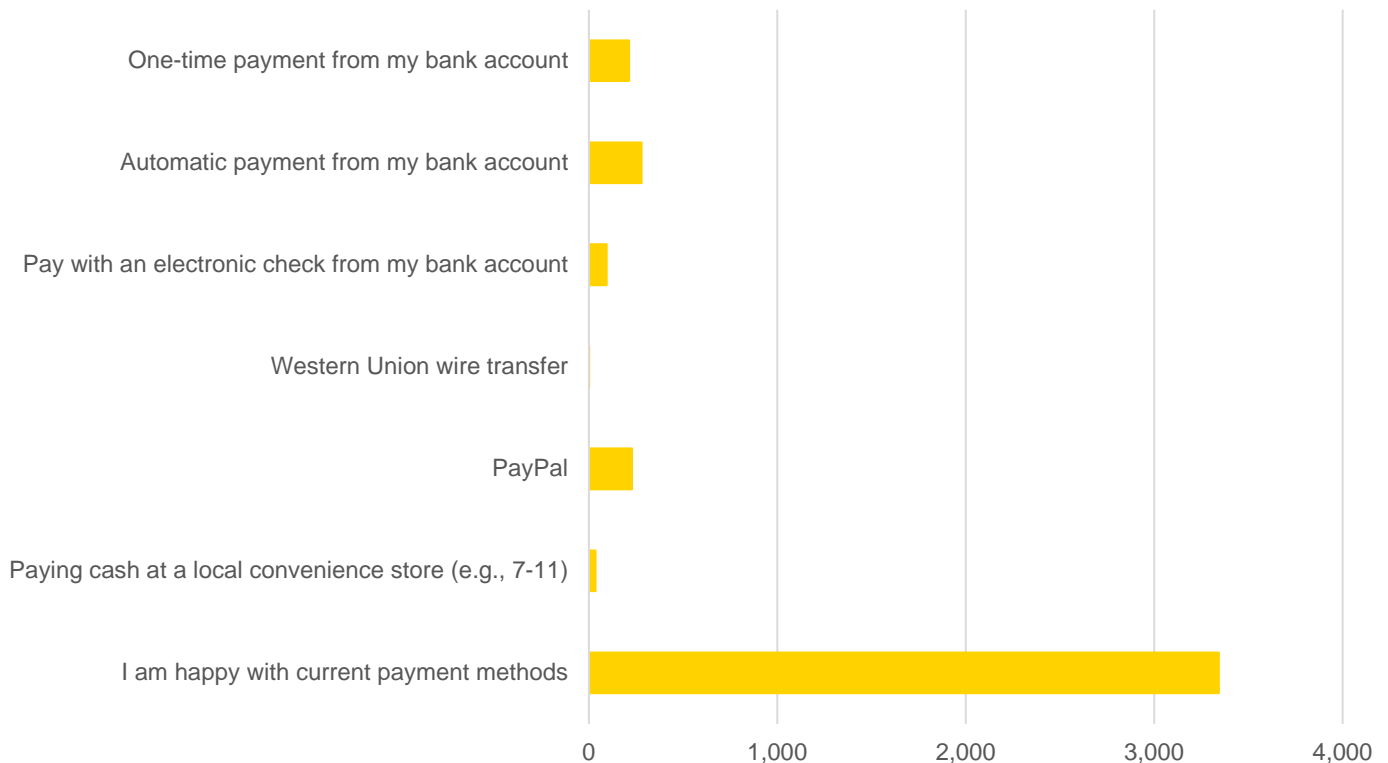
What is your preferred method of paying your tolls? *Asked only to License Plate Toll customers.*



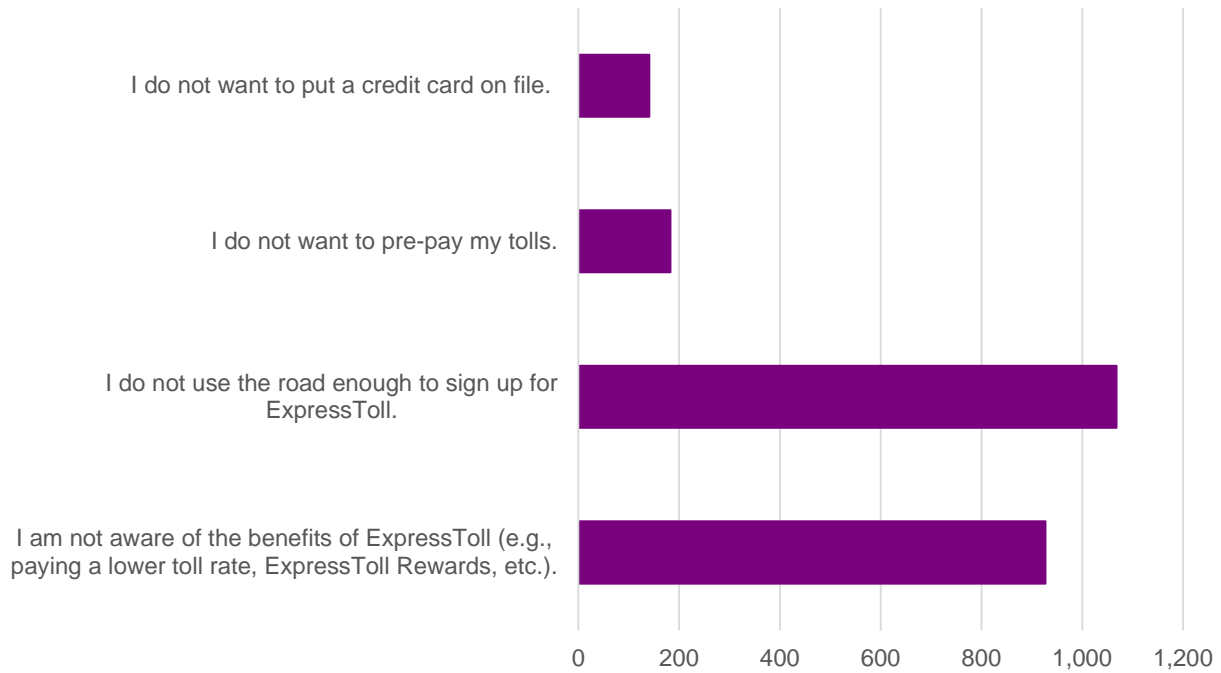
Why do you prefer the payment method indicated in the previous question? Asked only to License Plate Toll customers.



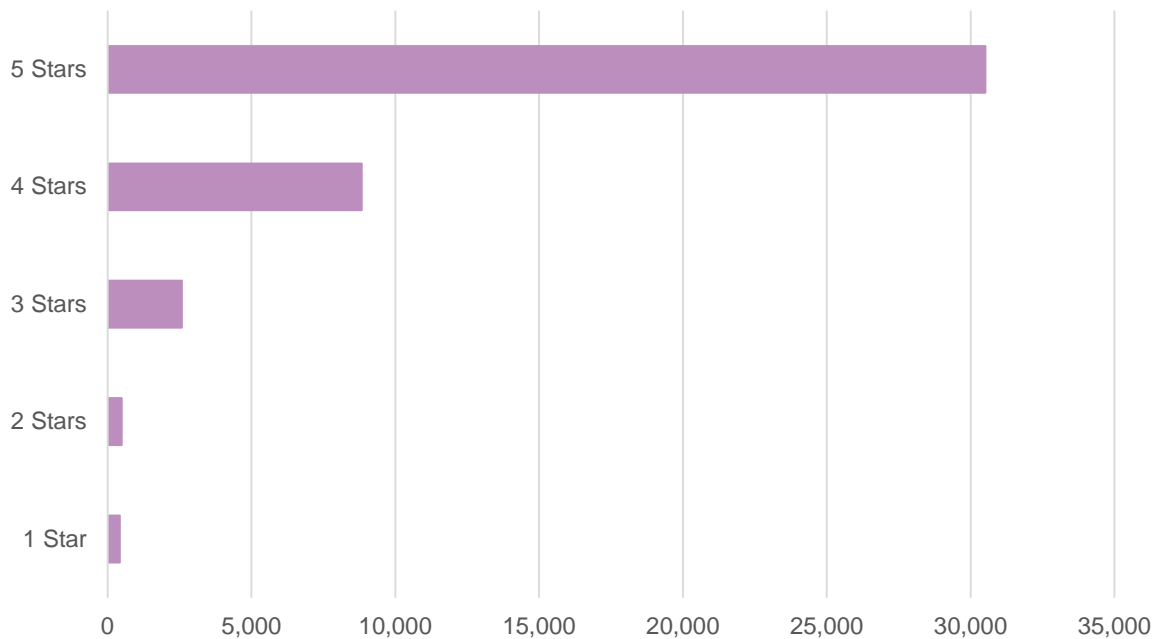
Is there another payment method that you would prefer that is not listed above? Asked only to License Plate Toll customers.



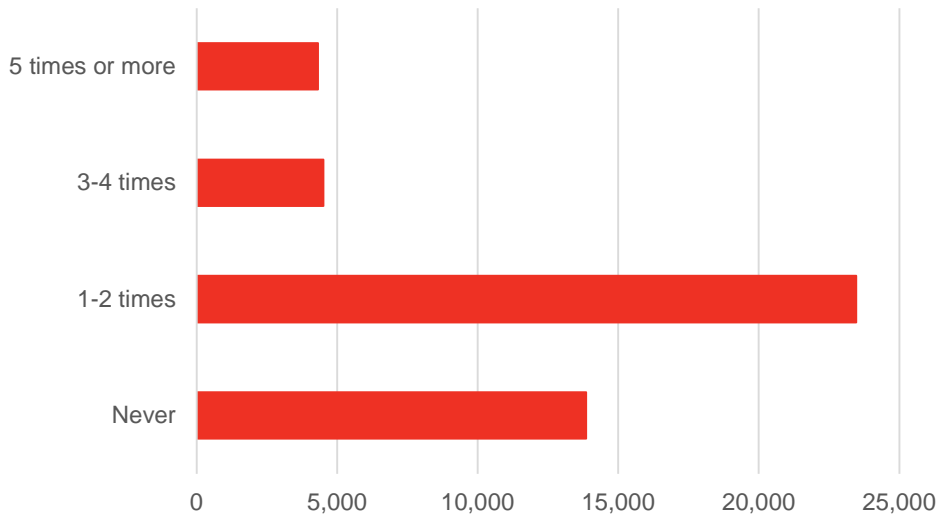
As a License Plate Toll customer, why have you not converted to ExpressToll? Asked only to License Plate Toll customers.



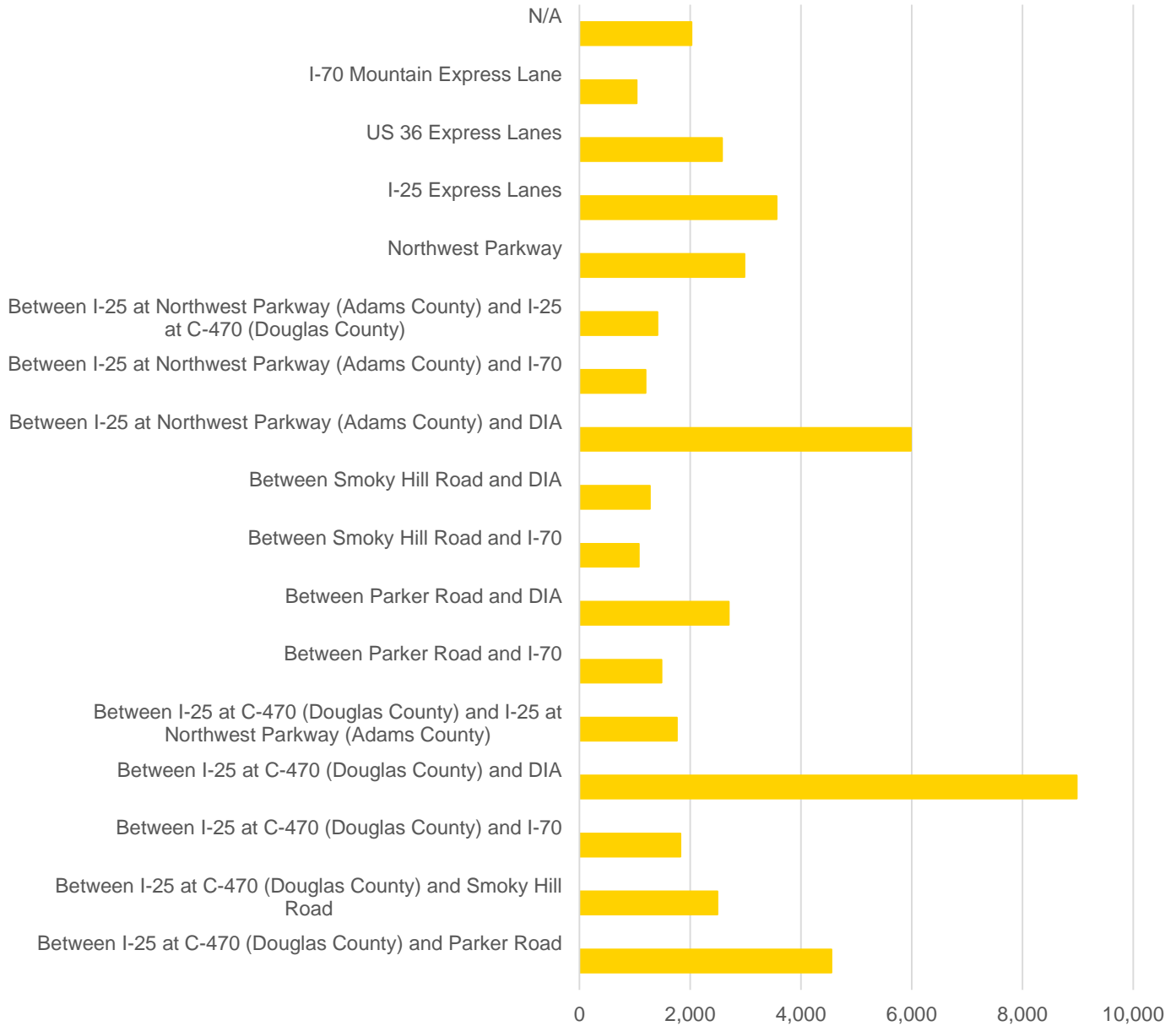
How satisfied are you with ExpressToll Services? Asked only to ExpressToll customers.
Average score: 4.60



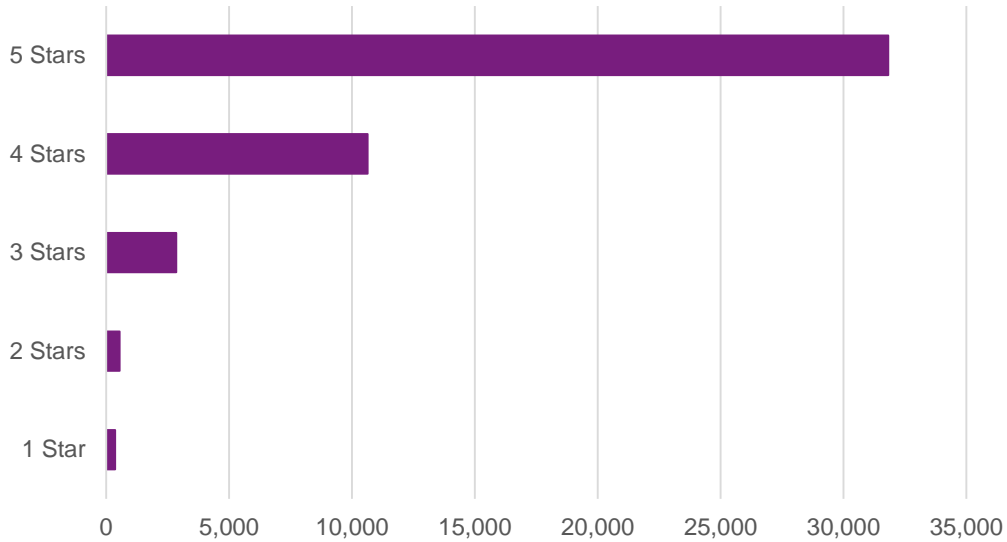
How many times a week do you use E-470? (Using E-470 to and from work counts as two times.)



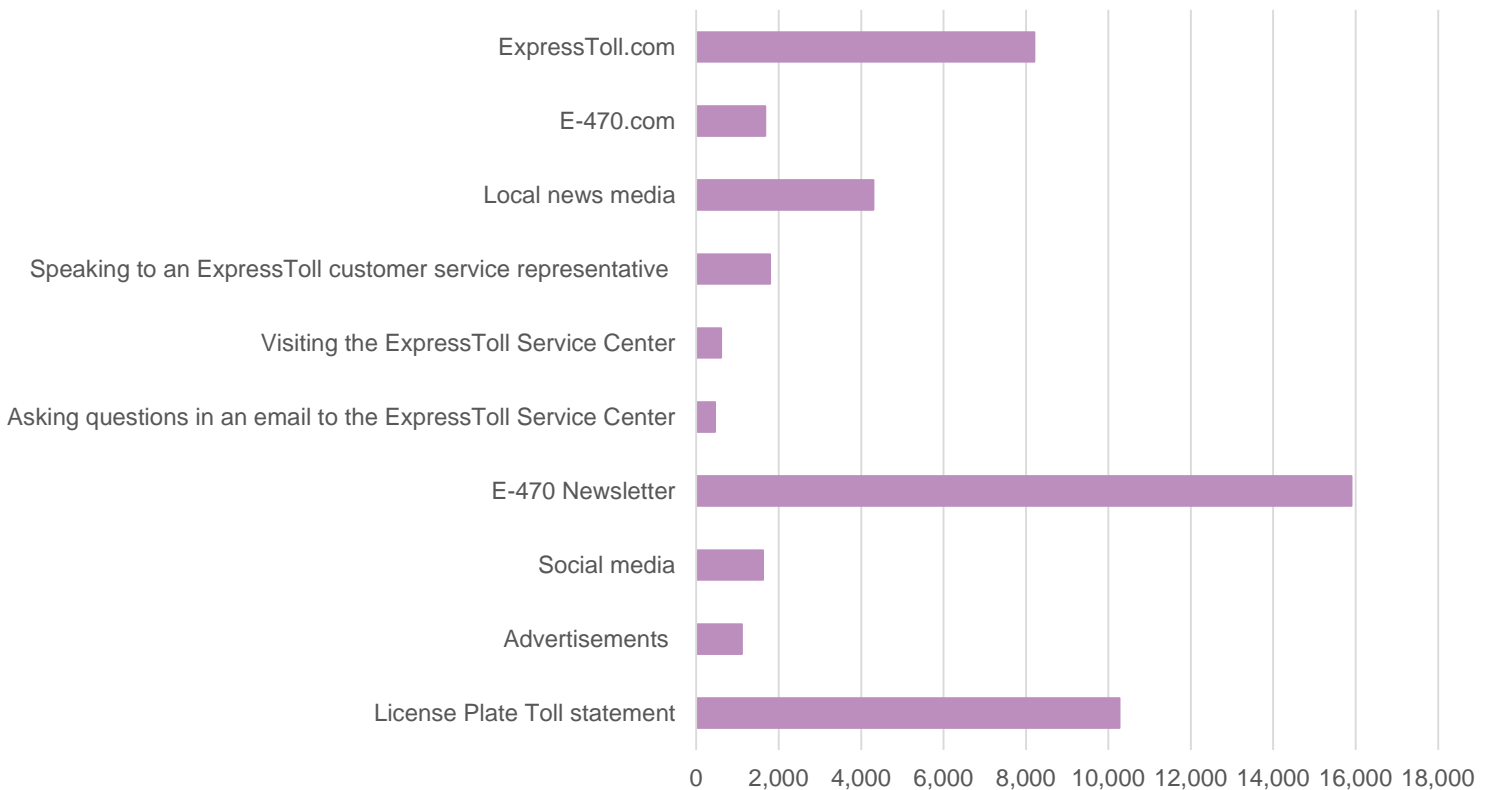
Please check the section that you have traveled the most in the last 12 months.



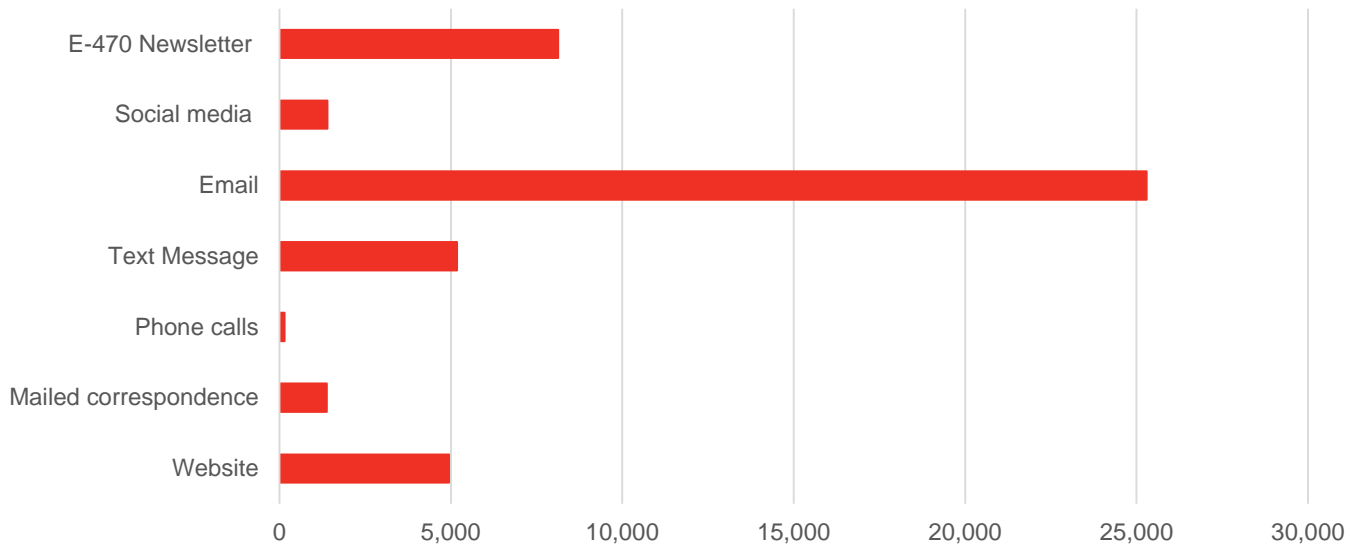
How satisfied are you with the road conditions of the section of E-470 that you have traveled the most? Average score: 4.58



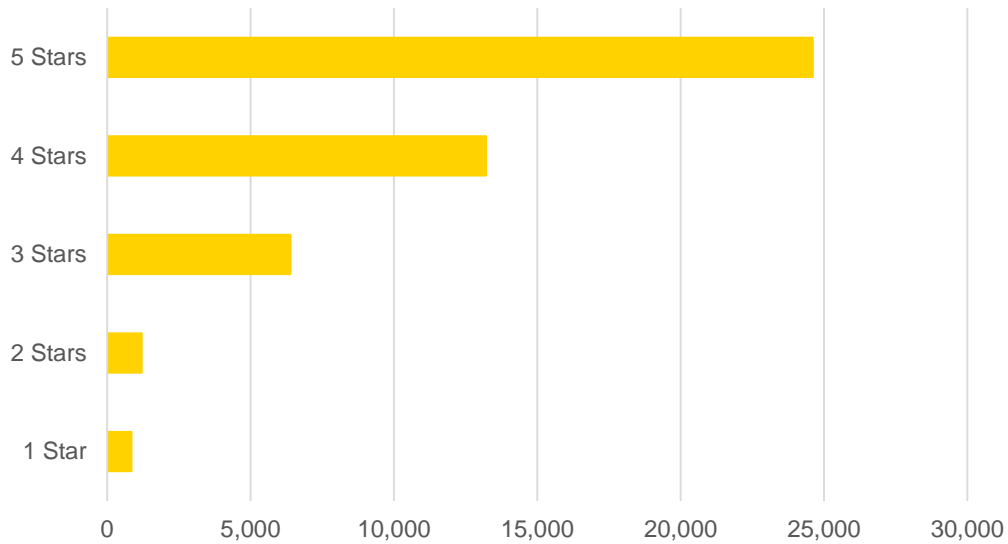
Where do you typically get information regarding E-470?



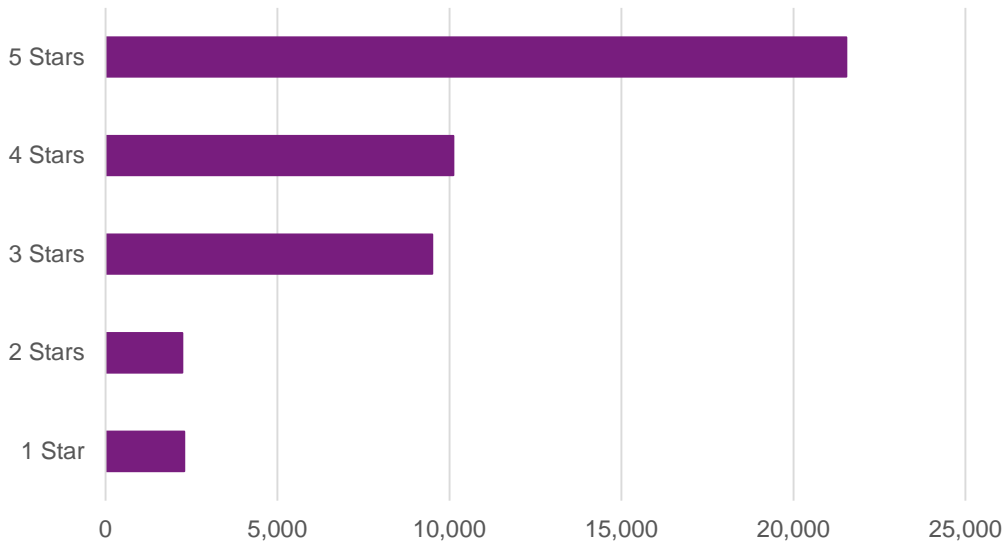
What is the best way for E-470 to keep you informed?



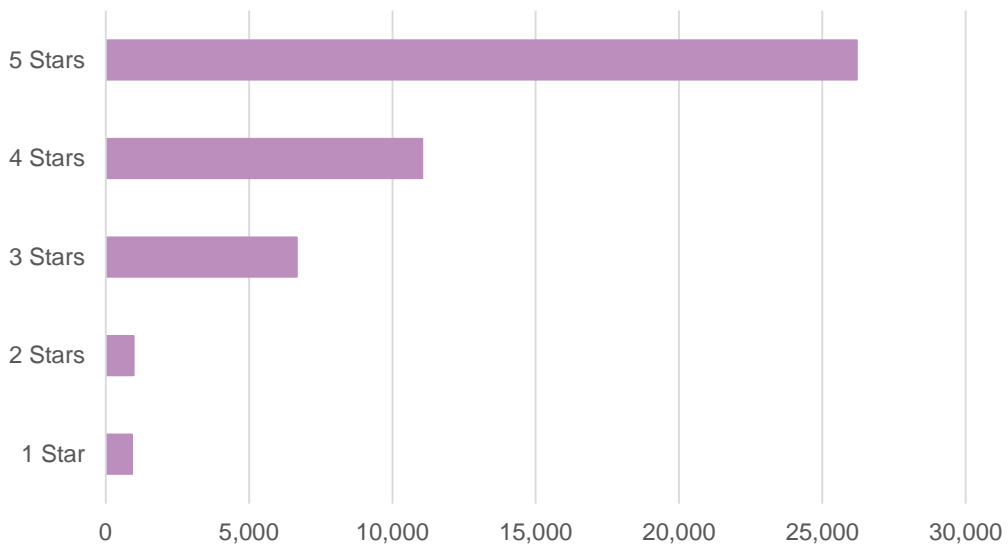
How satisfied are you with E-470's construction updates? *Average score: 4.29*



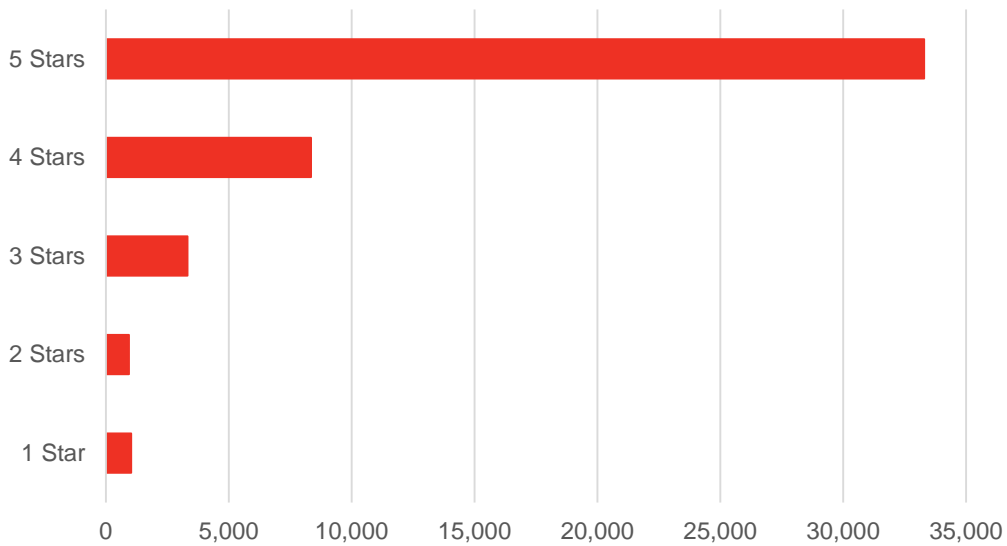
How satisfied are you with ExpressToll contests/promotions? *Average score: 4.02*



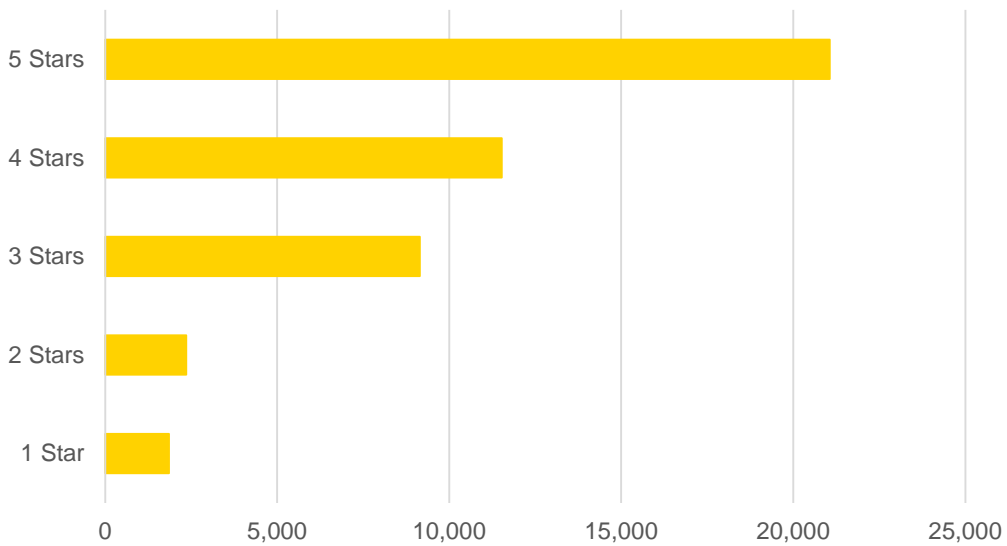
How satisfied are you with E-470's safety campaigns? *Average score: 4.32*



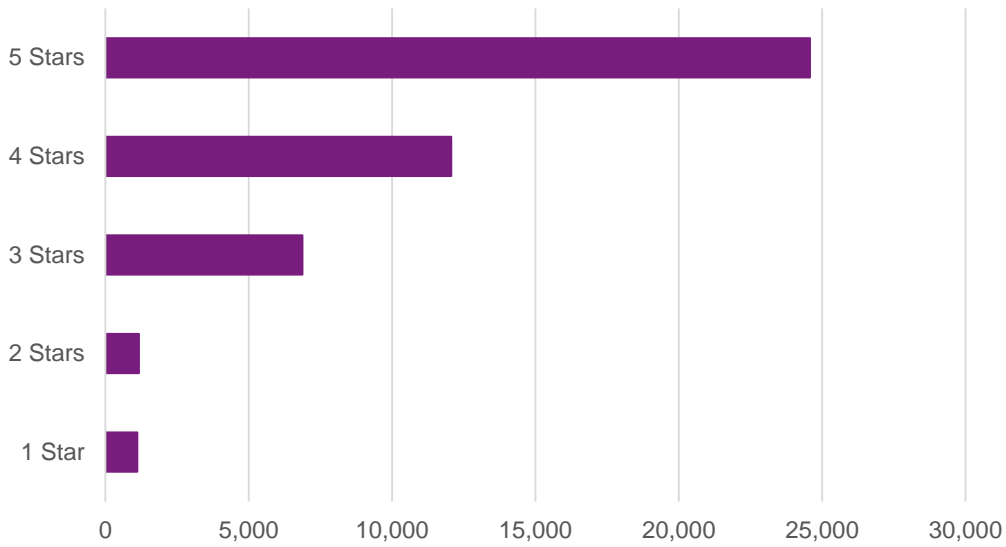
How satisfied are you with how to pay your tolls? *Average score: 4.32*



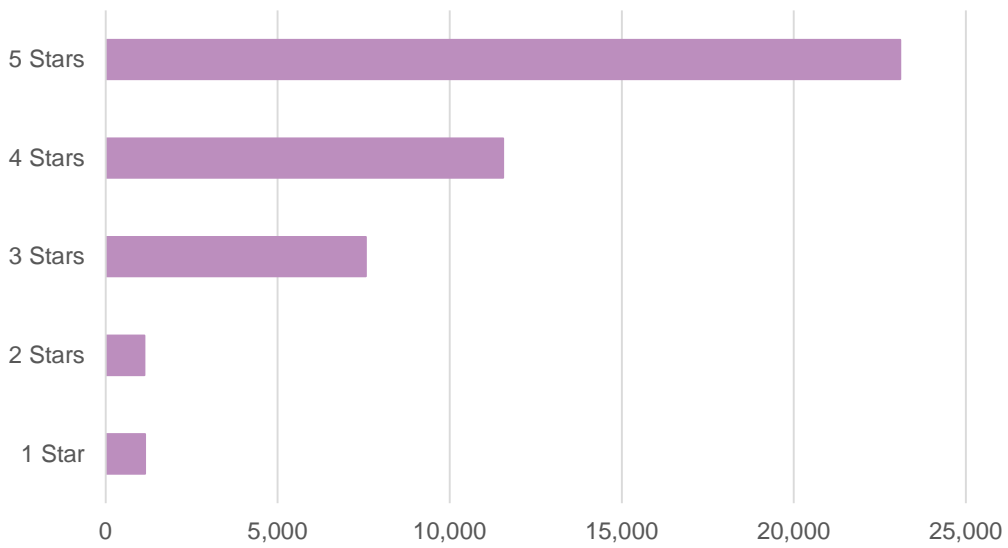
How satisfied are you with the communication provided regarding CDOT's Express Lanes? *Average score: 4.04*



How satisfied are you with the ExpressToll.com website? *Average score: 4.26*

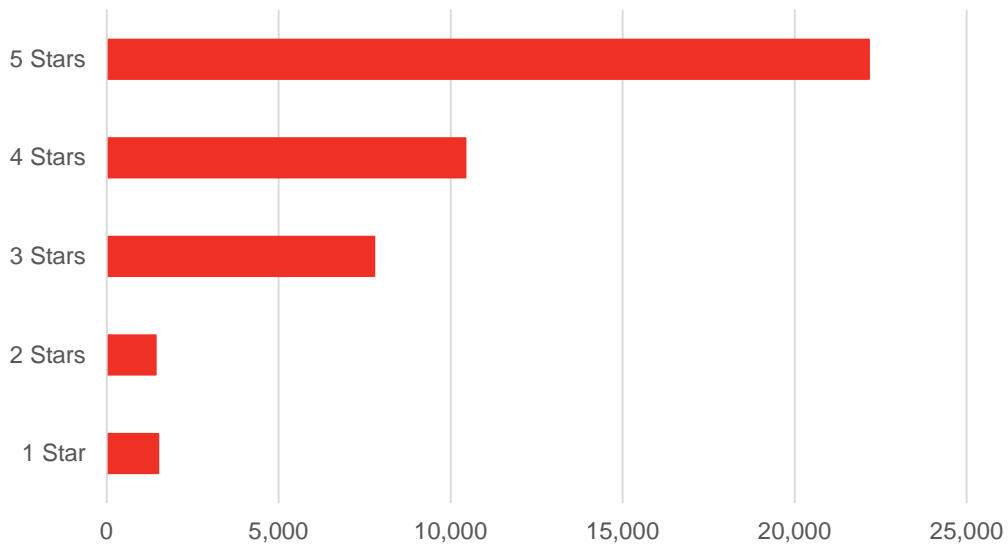


How satisfied are you with the E-470.com website? *Average score: 4.22*

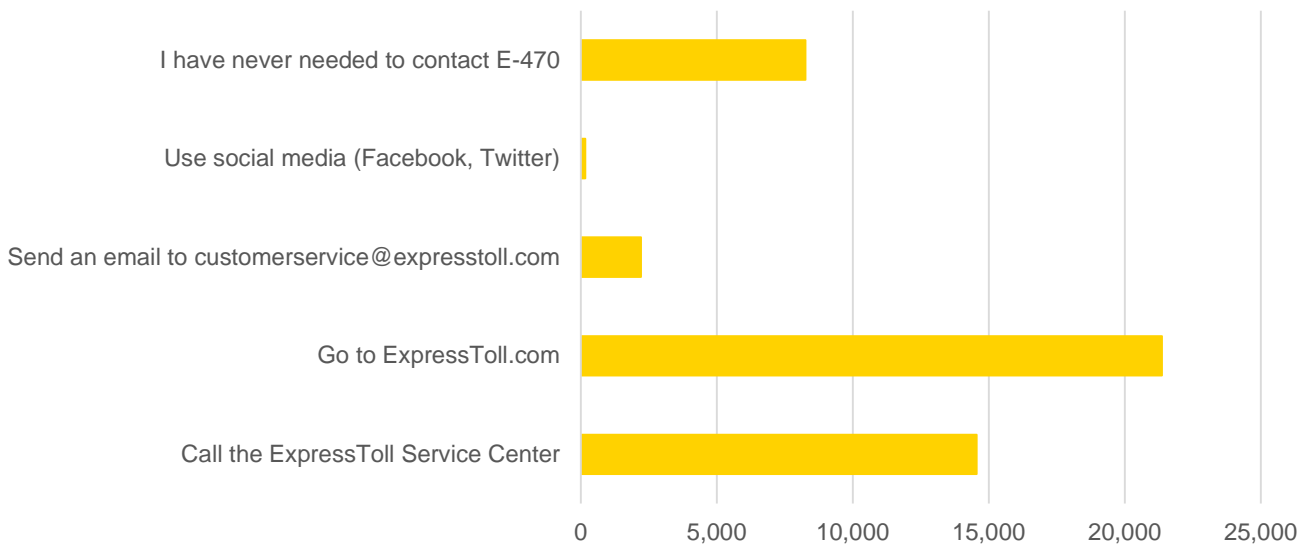


Please rate your level of satisfaction with the toll calculator located on E-470.com.

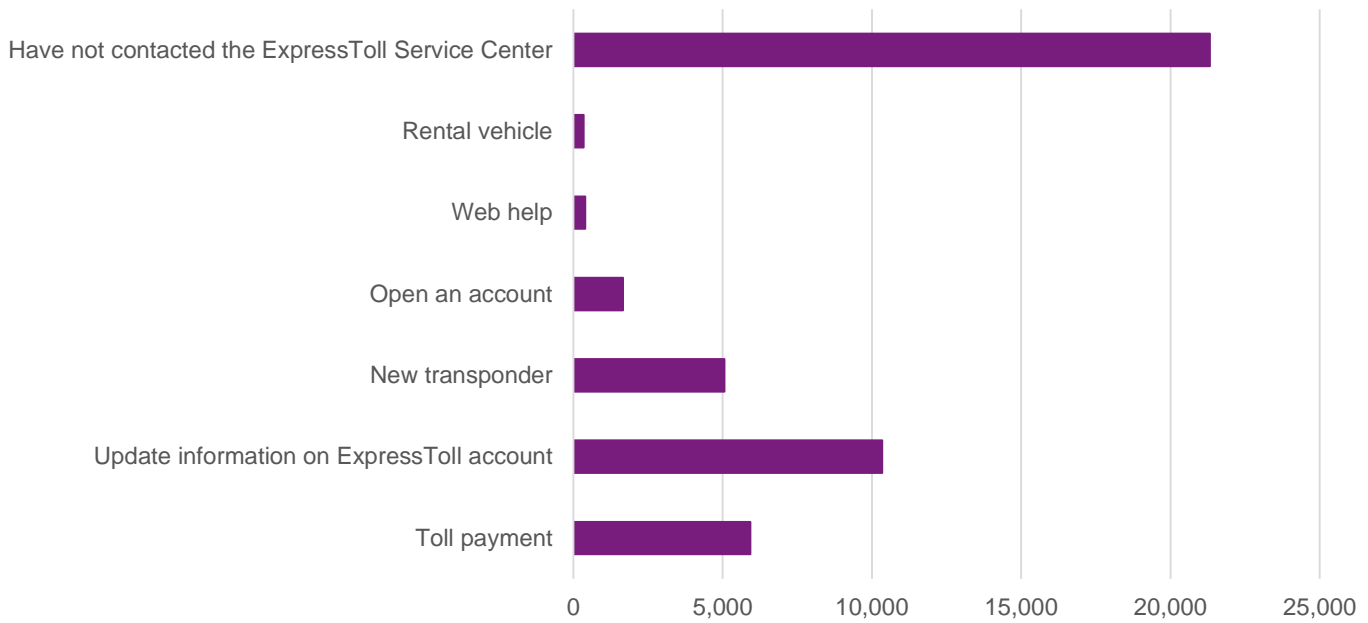
Average score: 4.16



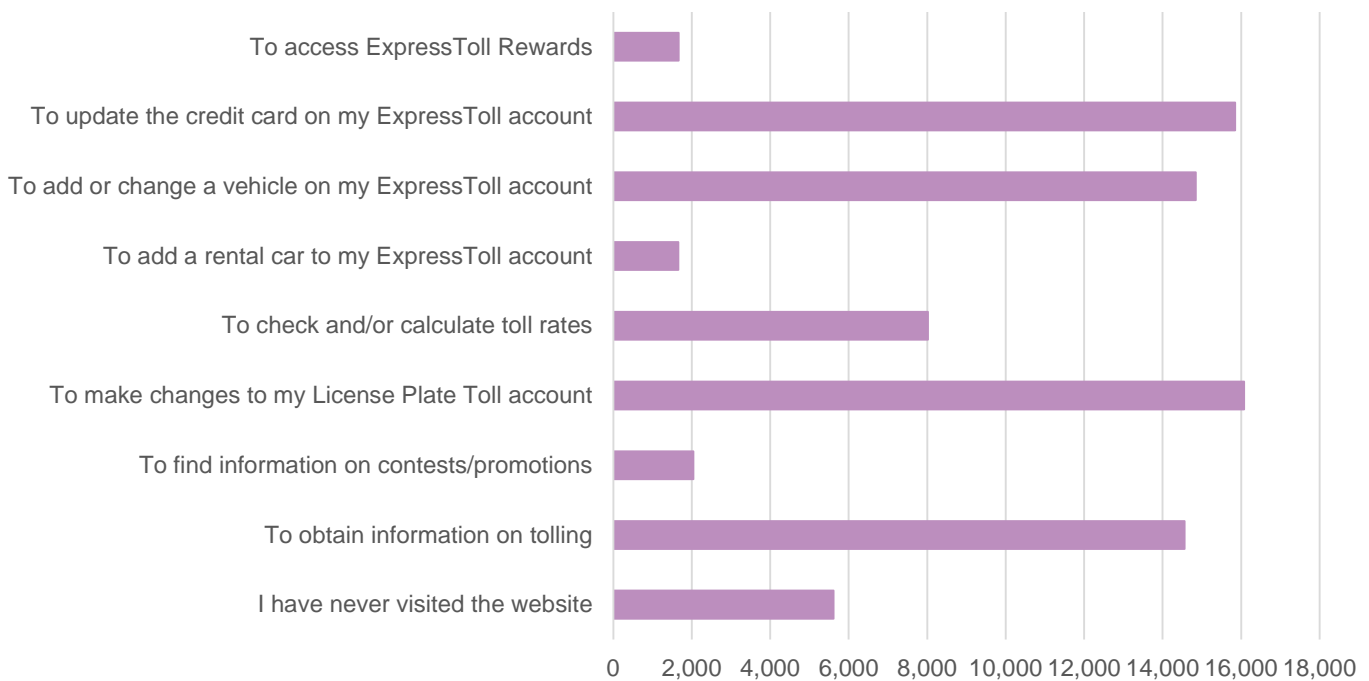
When communicating with E-470, what is your first step?



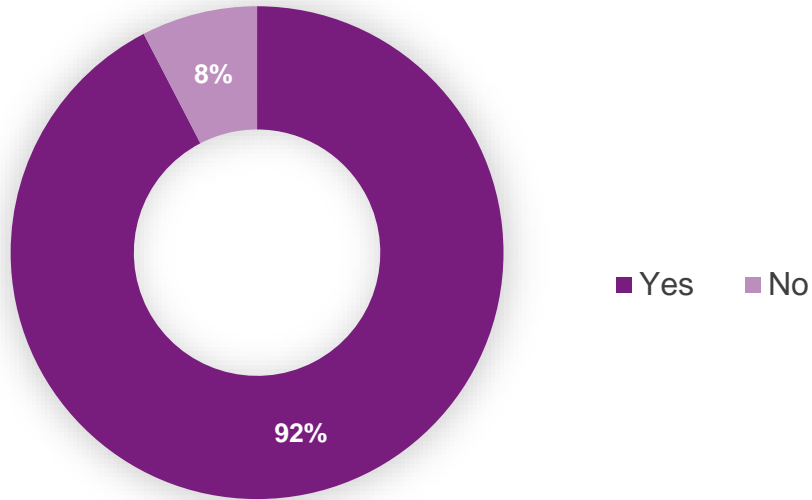
If you have recently called into our ExpressToll Service Center, what was the reason?



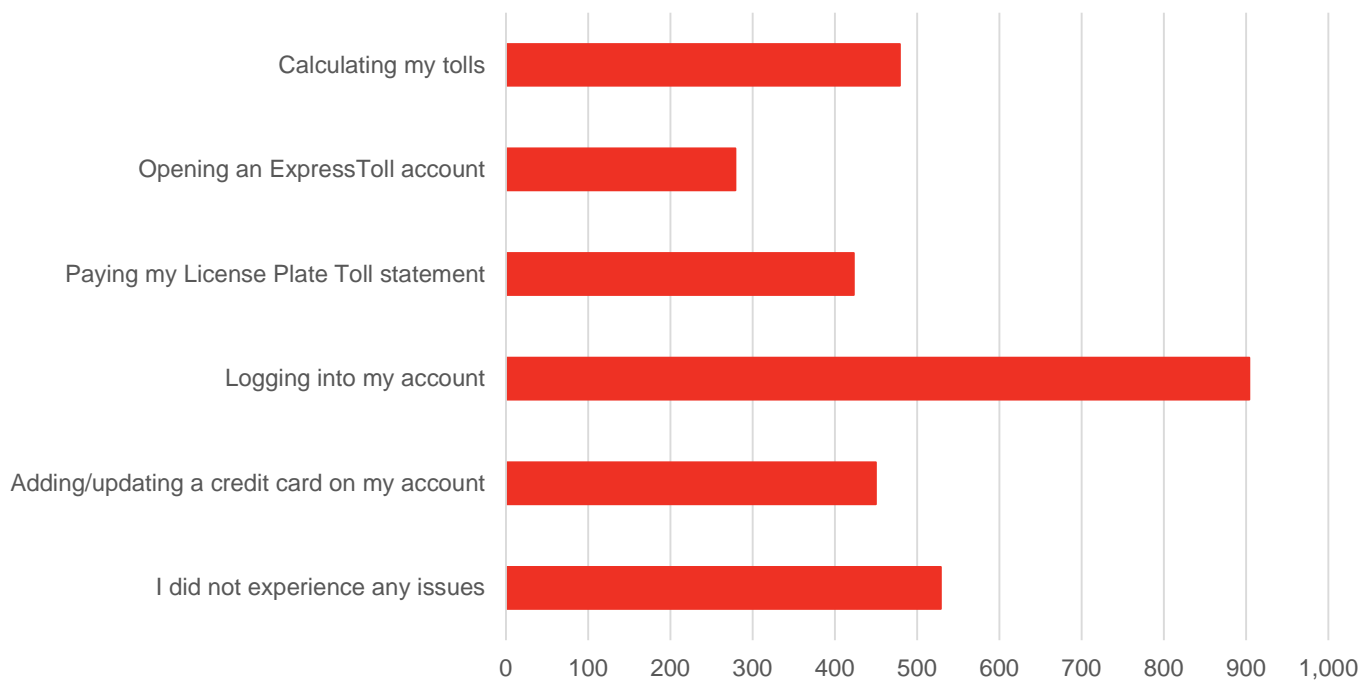
If you have visited the website, for what reason(s) did you visit ExpressToll.com? (You may select more than 1.)



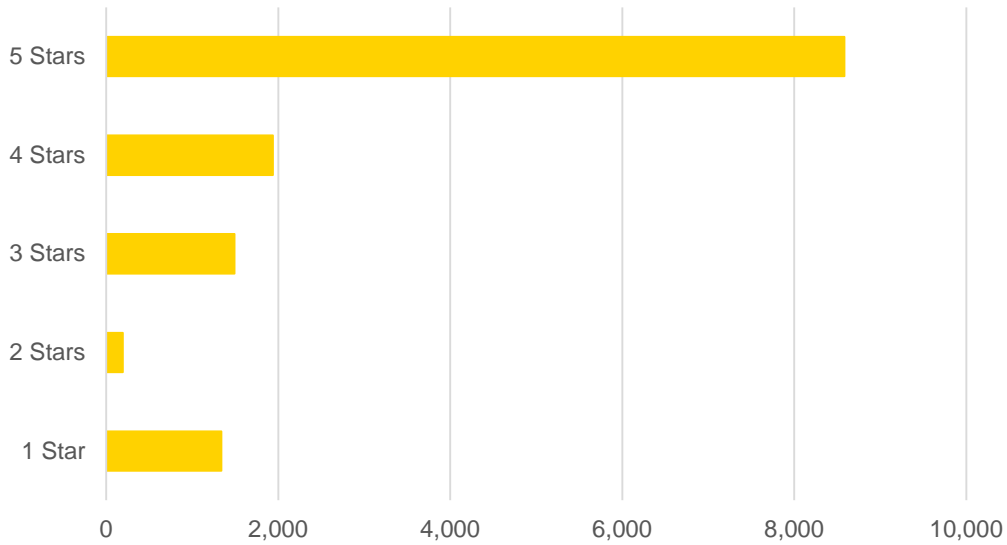
When using ExpressToll.com, are you able to find what you need and navigate through the site easily?



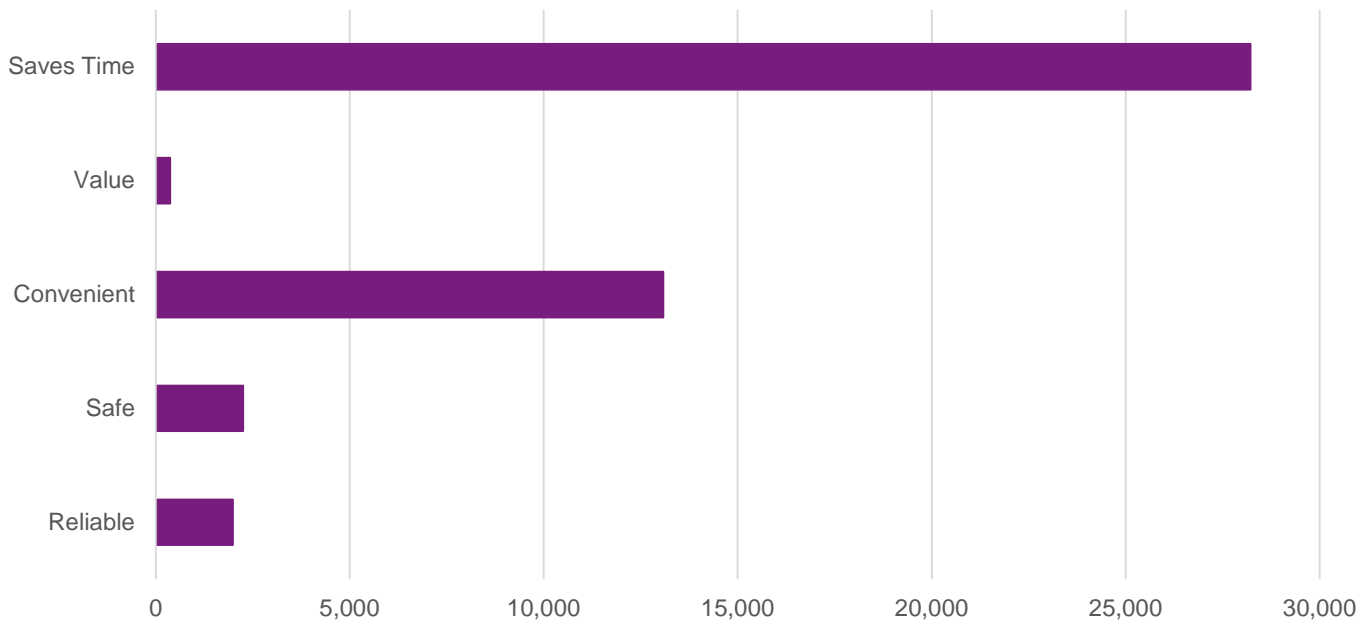
If you answered 'No' to the previous question, please indicate which item(s) created the biggest challenge for you.



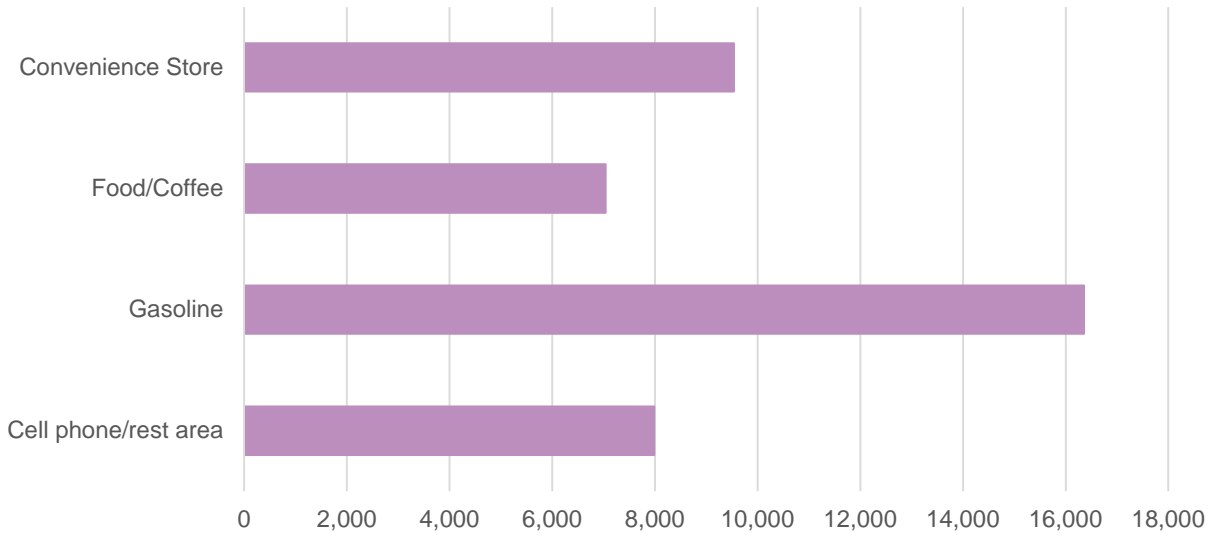
If you have been helped by E-470 Roadside Assistance personnel, please rate your satisfaction with Roadside Assistance's service. *Average score: 4.2*



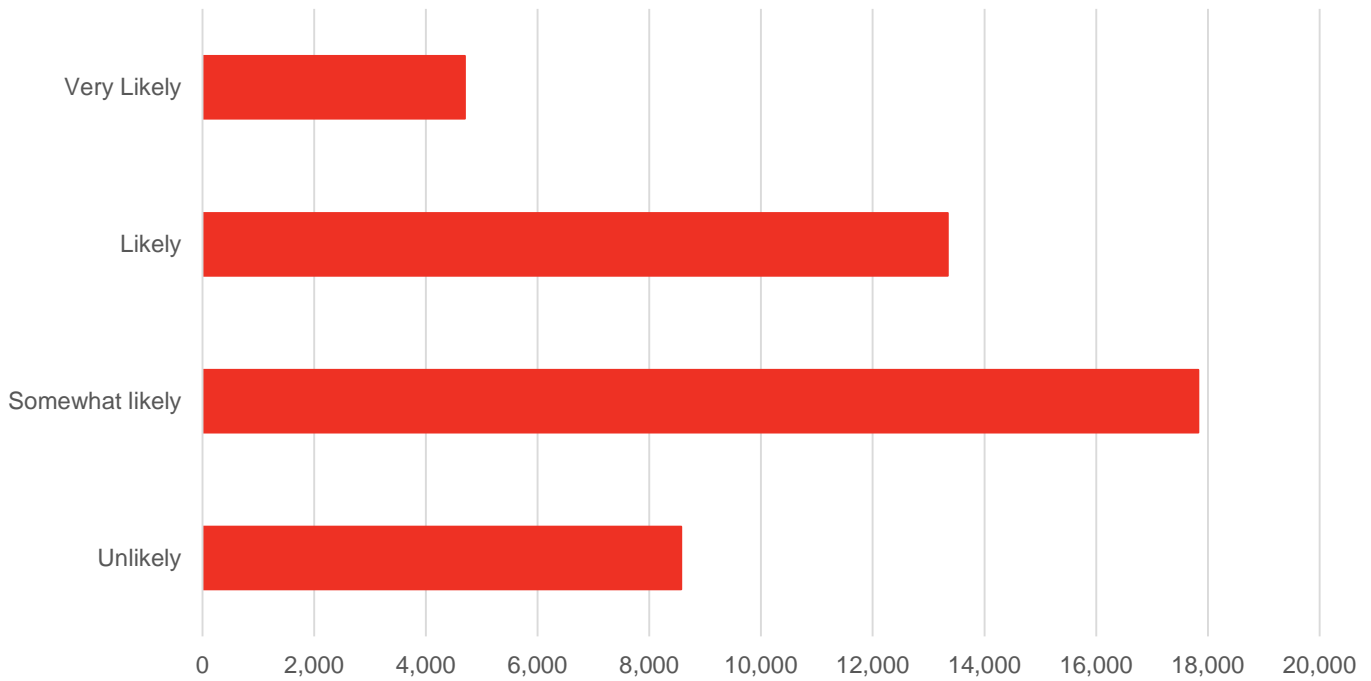
Which of the following best describes the reason you use E-470?



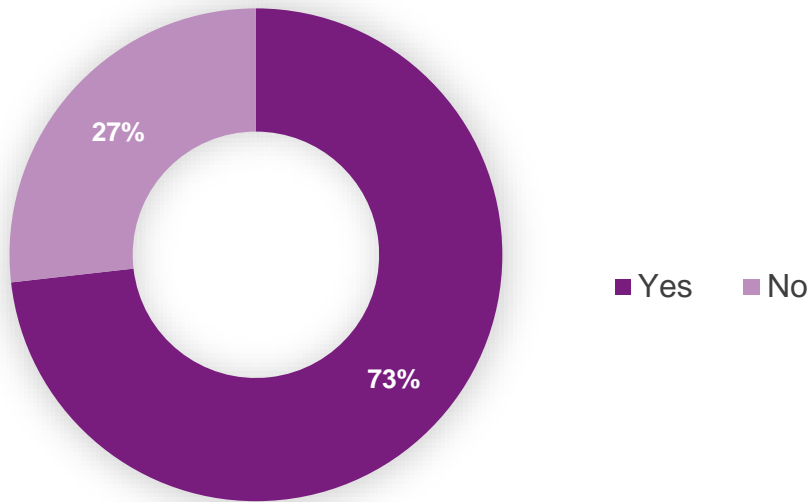
If E-470 offered services at our toll plazas, what service would you like to see offered?



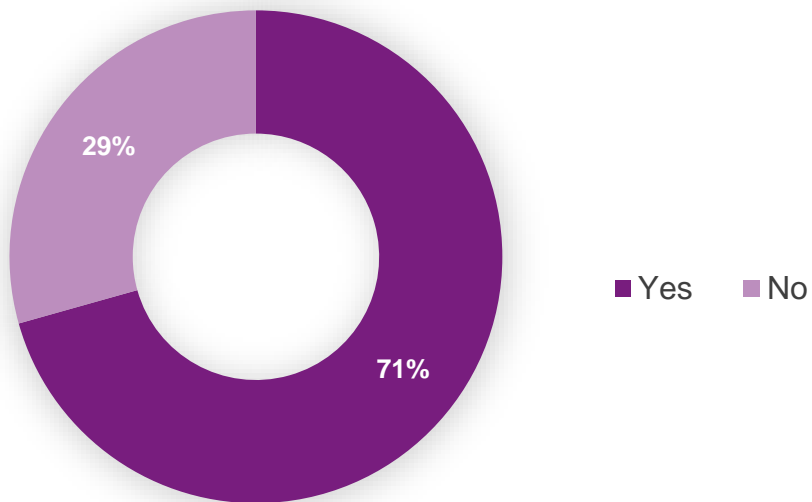
If the services from the previous question were offered, how likely would you take advantage of these services on a regular basis?



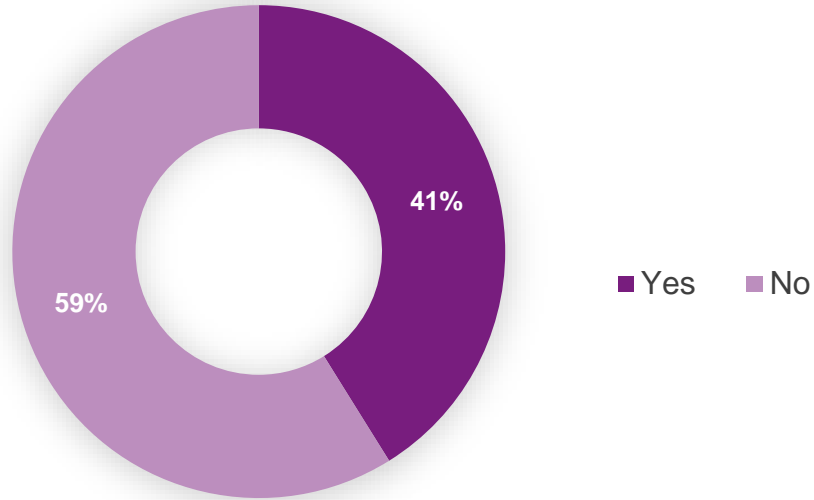
Did you know that your ExpressToll account will work on all Colorado HOV and Express Lanes, such as I-25, US 36 and the I-70 Mountain Express Lane?



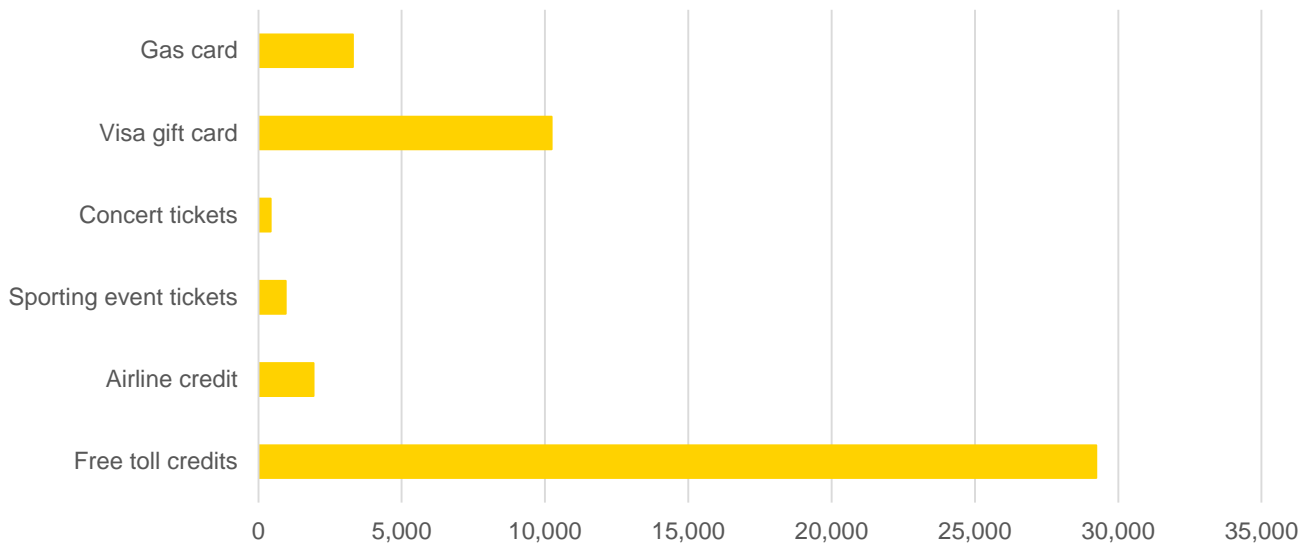
Did you know E-470 is financed by tolls and receives no state or federal funds?



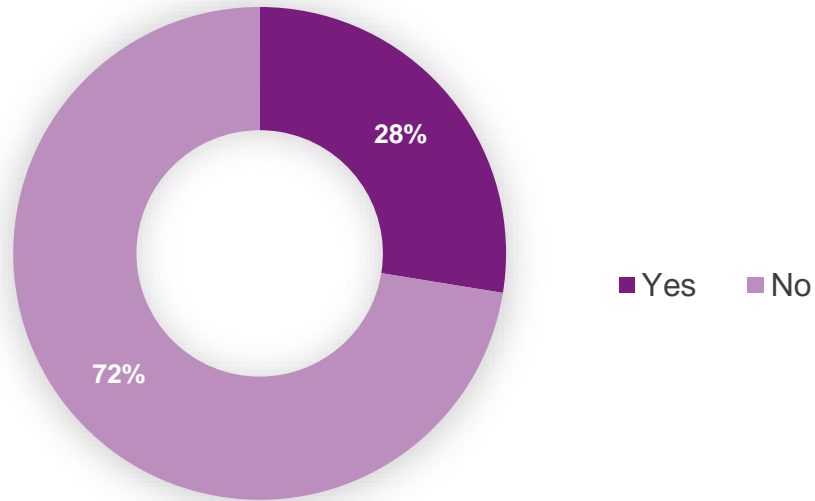
Did you know that E-470 is owned and governed by a group of eight local governments in Colorado?



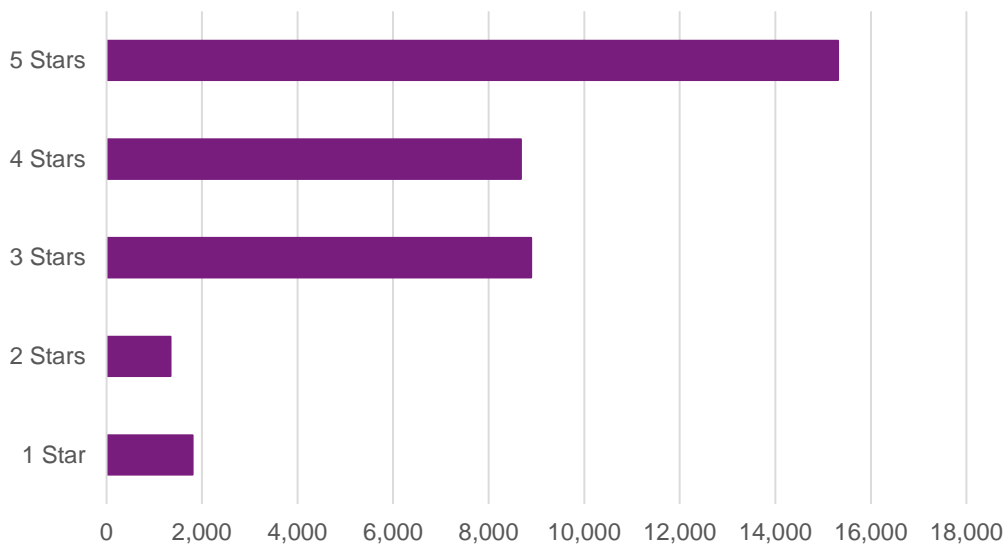
What contests/promotional prizes would be most appealing to you?



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: 3.95

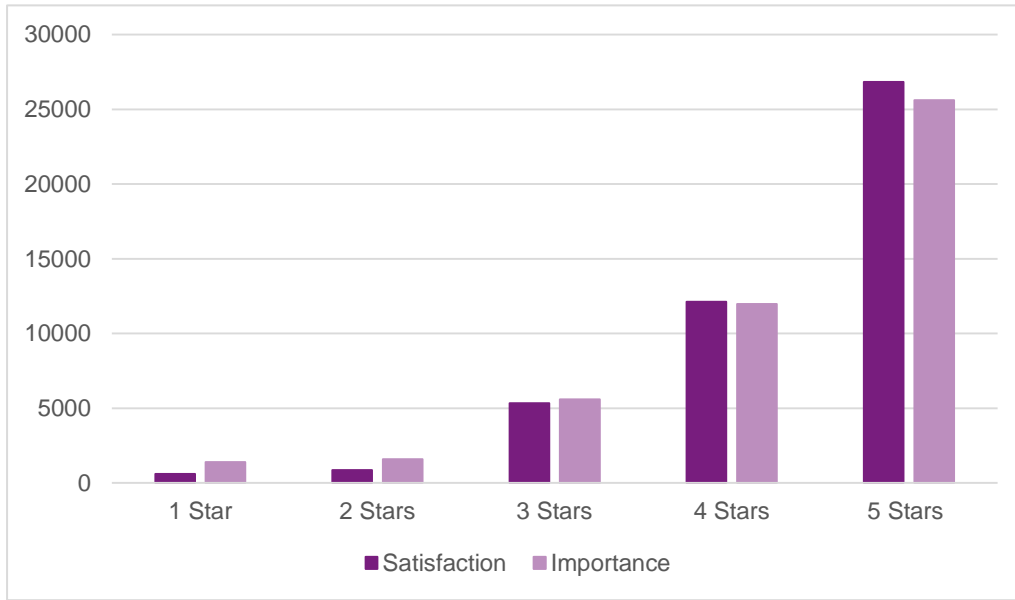


In the next questions, please think about your experience as an E-470 customer and rate the following statements. First, rate your satisfaction with your experience as a customer. Next, indicate how important this experience is to you.

Overall, I am satisfied with the value I receive from using/driving E-470.

Average satisfaction score: 4.39

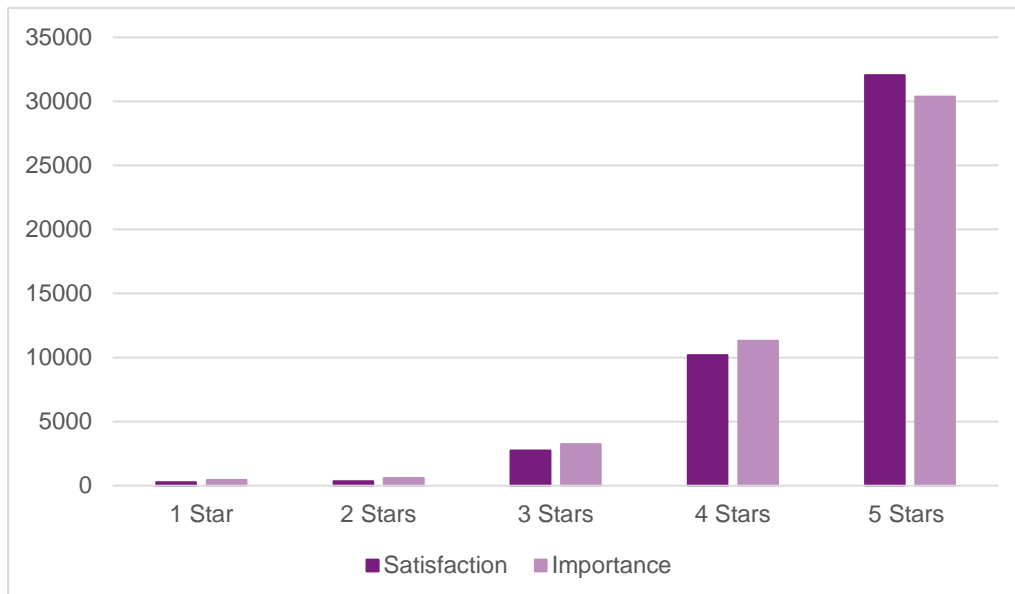
Average importance score: 4.27



The sections of E-470 that I travel are well maintained with smooth pavement.

Average satisfaction score: 4.61

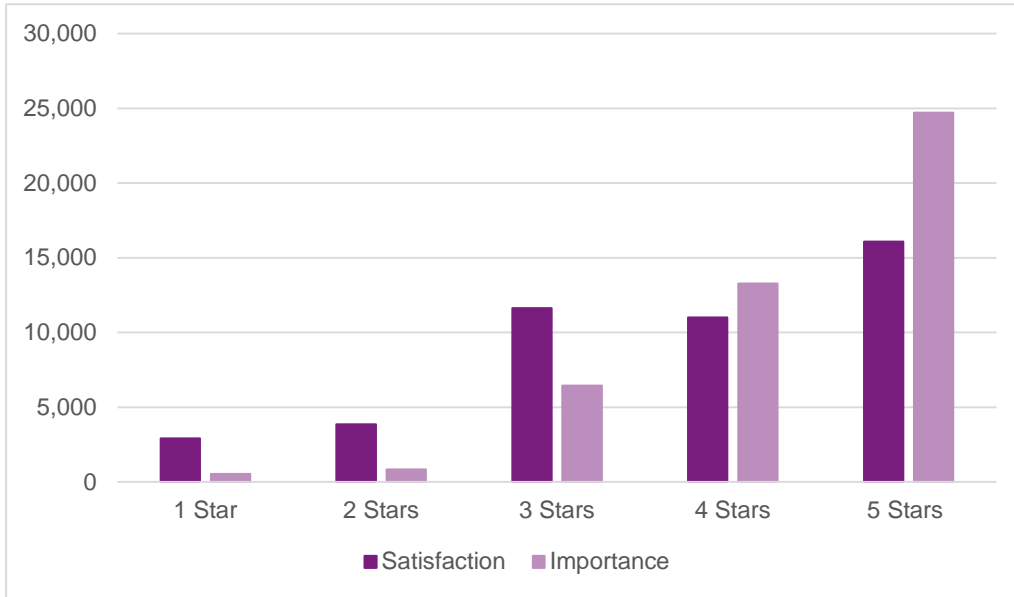
Average importance score: 4.54



The landscaping/aesthetics/general appearance of E-470 is well maintained.

Average satisfaction score: 3.74

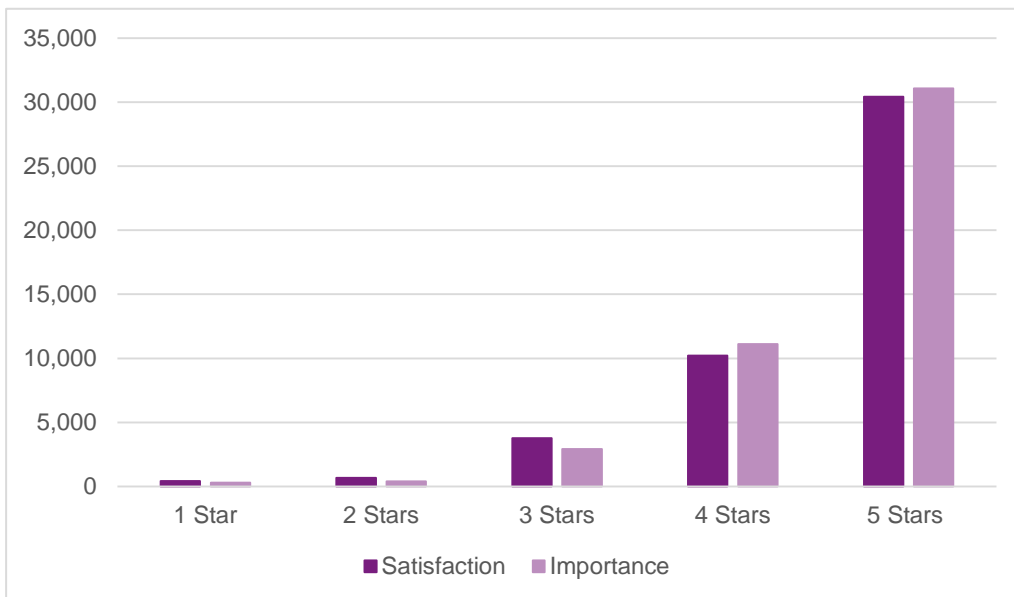
Average importance score: 4.33



E-470 is clean and free of debris.

Average satisfaction score: 4.53

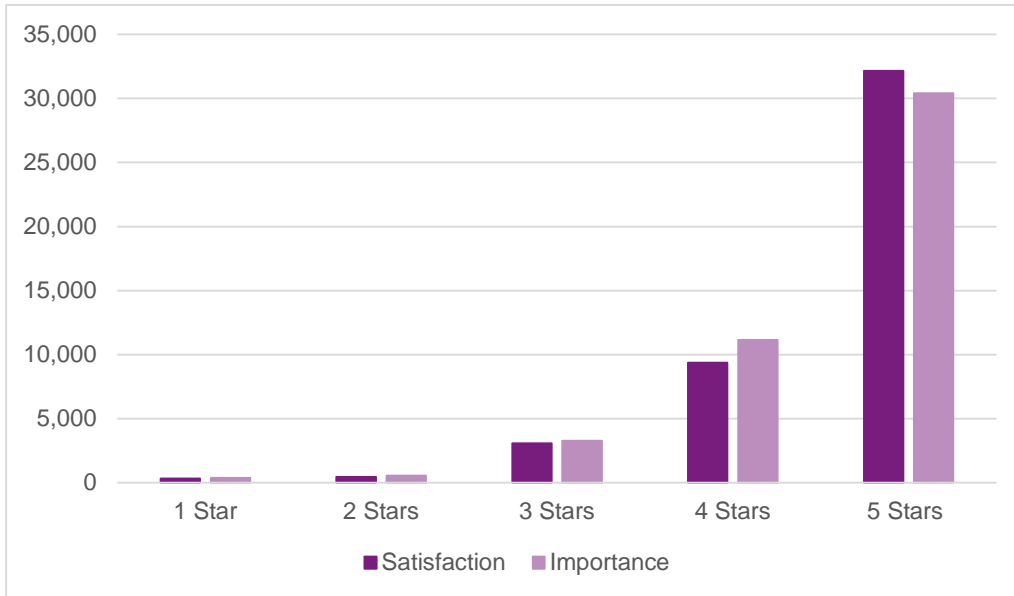
Average importance score: 4.58



E-470 road signage is well maintained and easy to read.

Average satisfaction score: 4.60

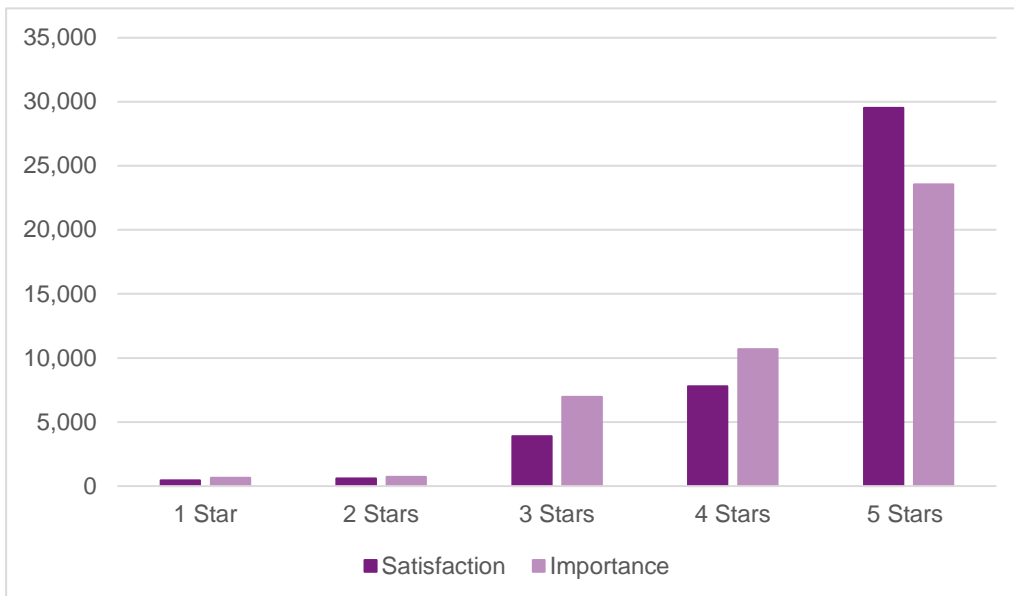
Average importance score: 4.54



If I were stranded on E-470, I would feel confident the E-470 Roadside Assistance team (a free service to assist stranded motorists) would respond quickly.

Average satisfaction score: 4.55

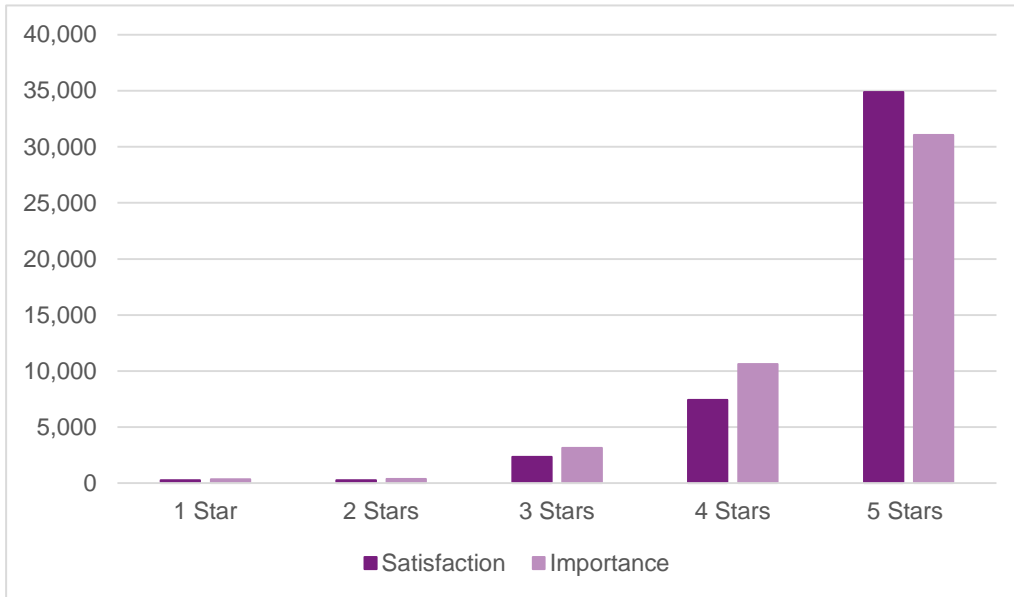
Average importance score: 4.31



I feel safe when traveling on E-470.

Average satisfaction score: 4.69

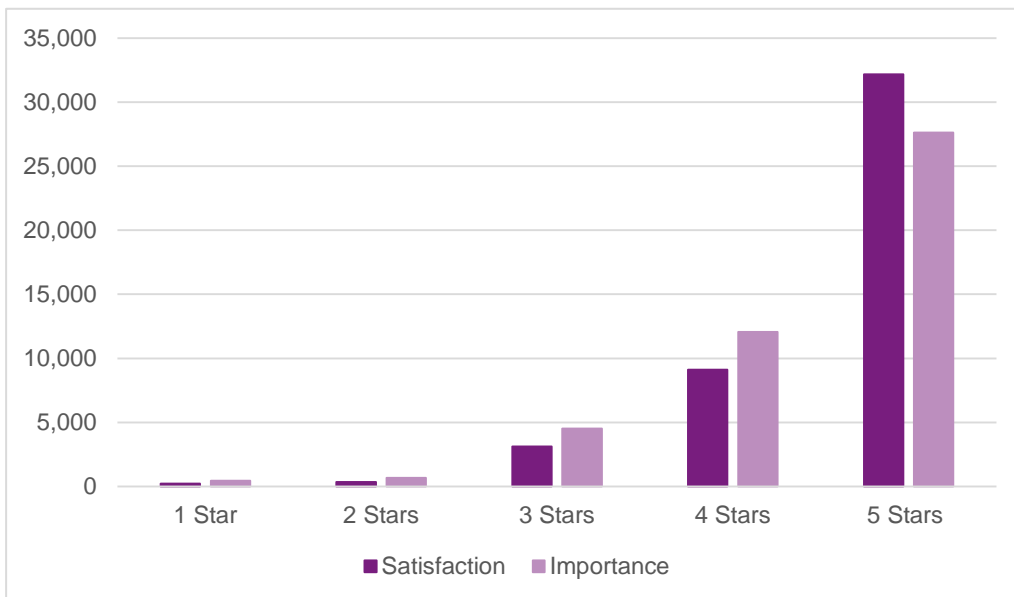
Average importance score: 4.57



The signage and warning signals provided to alert drivers to construction work zone areas are effective.

Average satisfaction score: 4.62

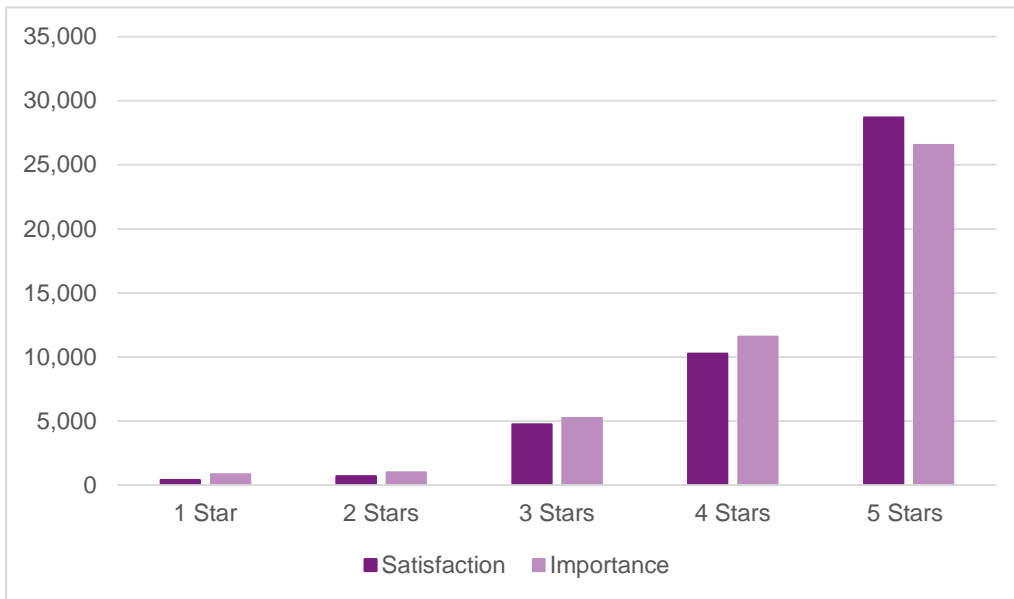
Average importance score: 4.45



E-470 cares about their customers.

Average satisfaction score: 4.48

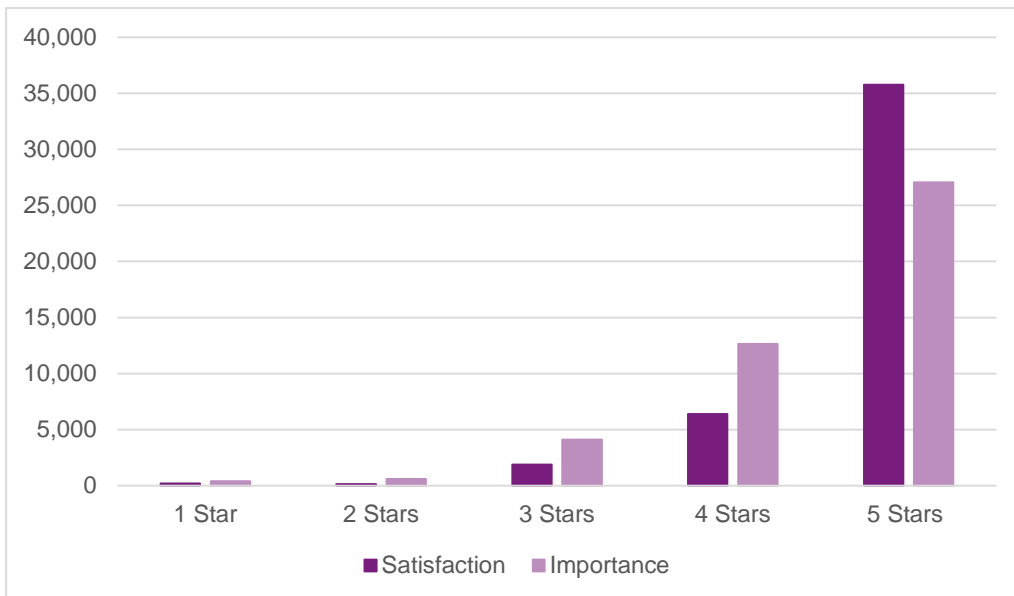
Average importance score: 4.37



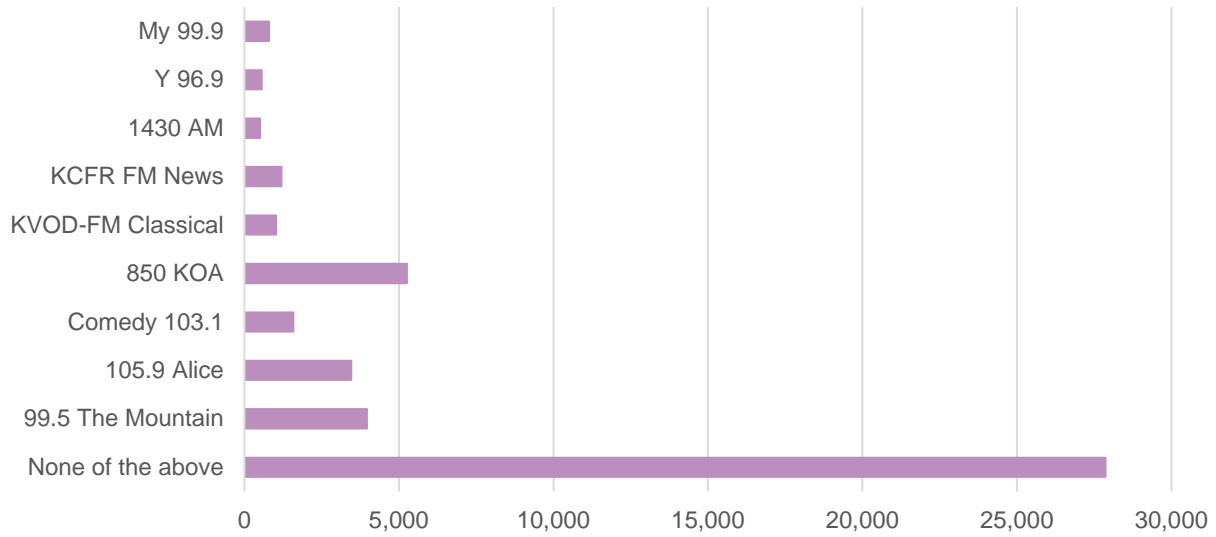
During winter, E-470 is kept free of snow.

Average satisfaction score: 4.74

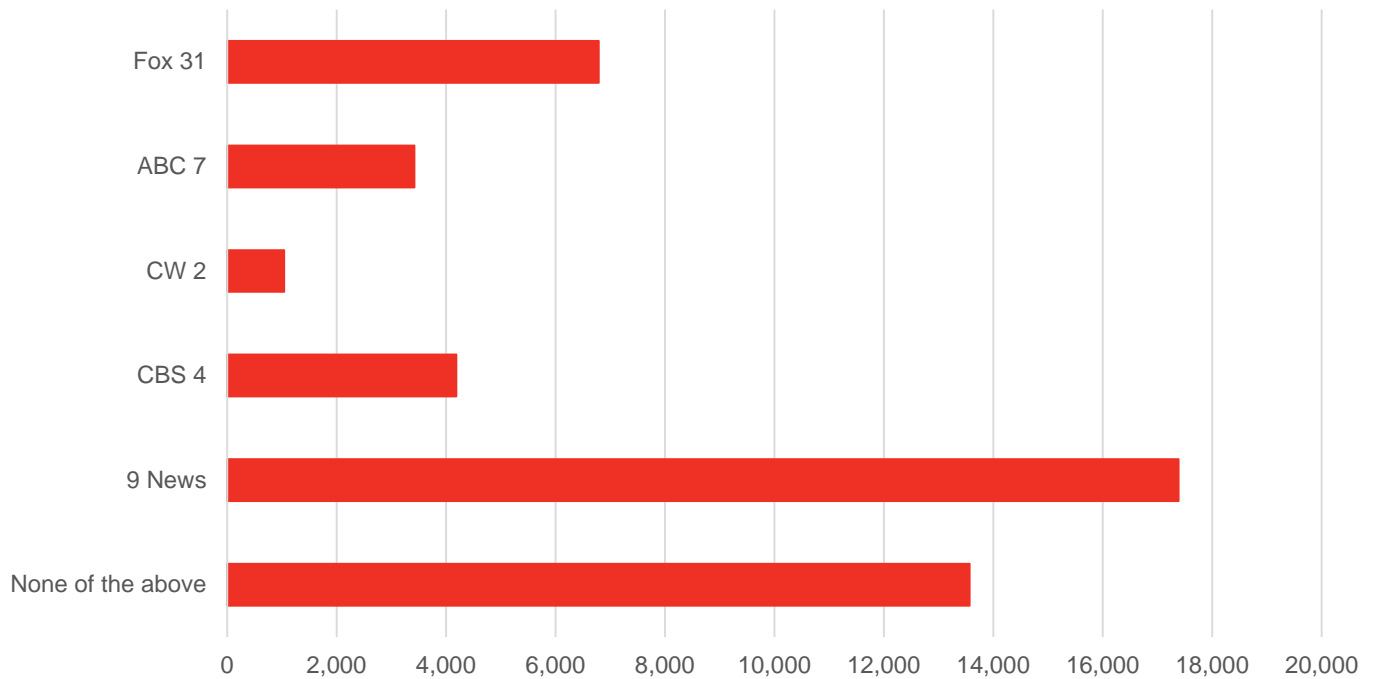
Average importance score: 4.46



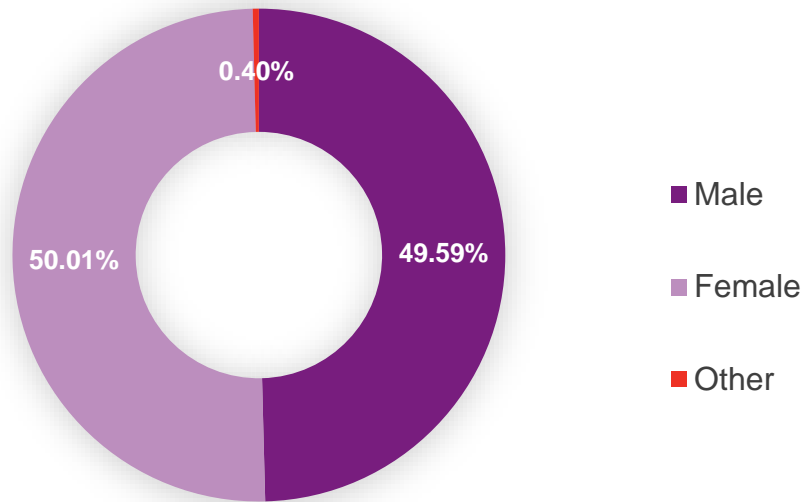
What Colorado radio station do you listen to most often?



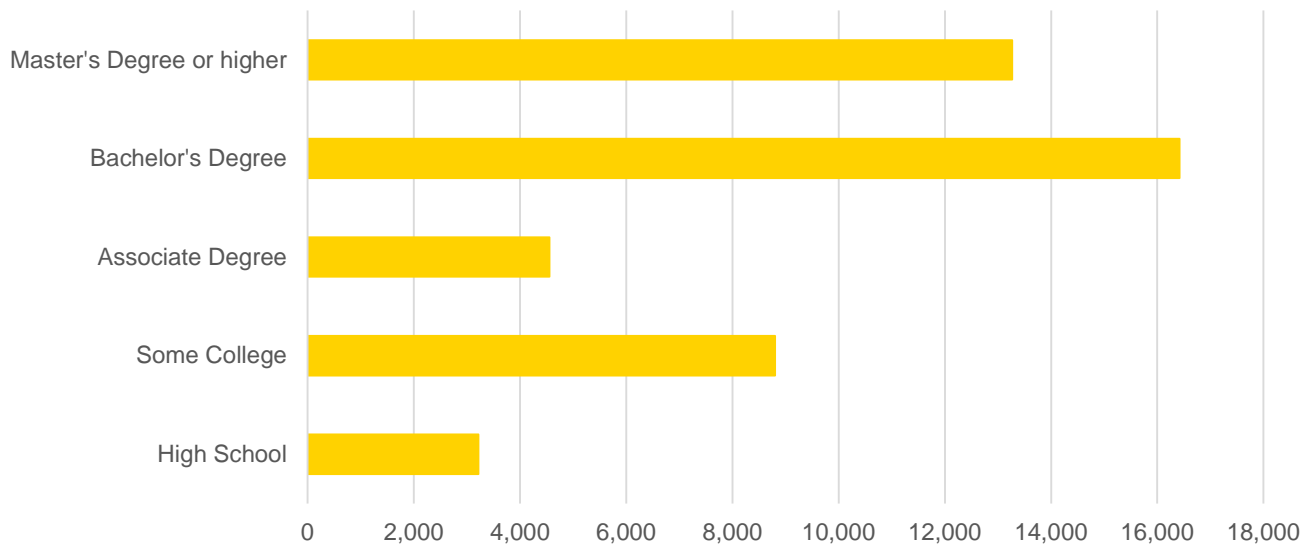
What Denver news station do you view most often?



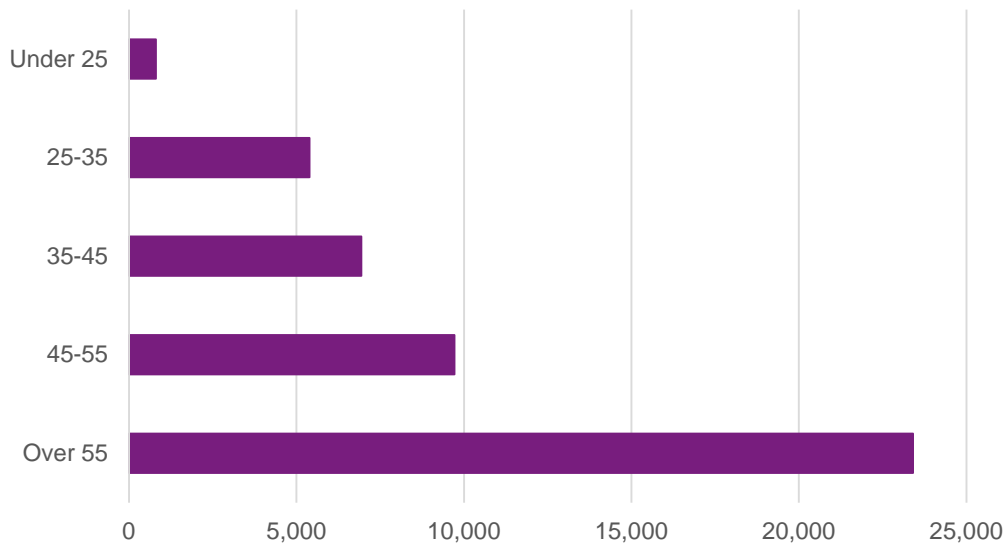
Please select your gender.



Please select your highest level of education.

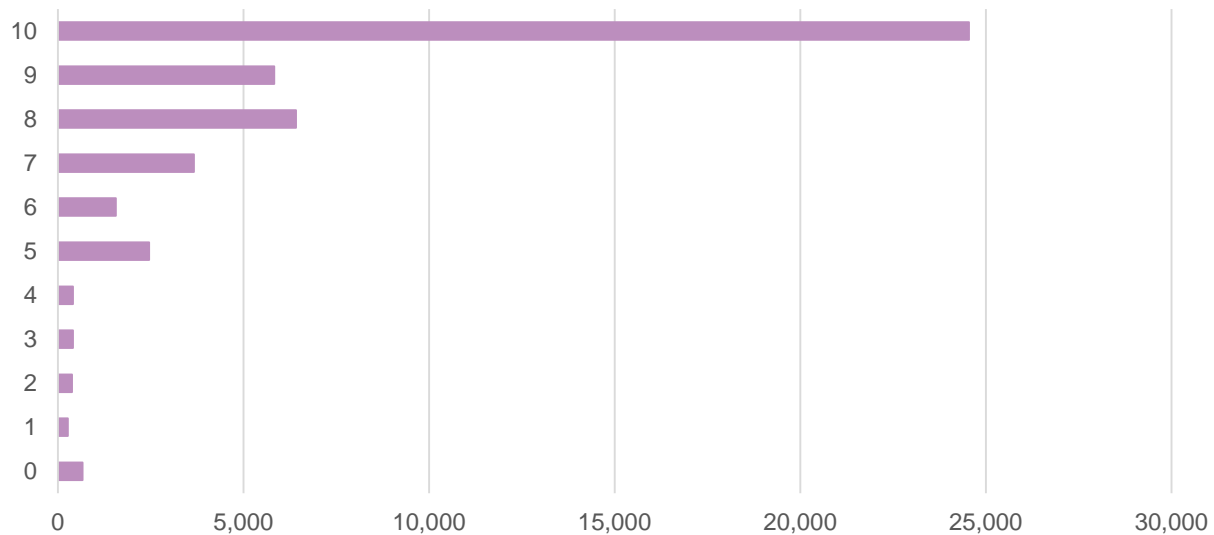


Please select your age.



How likely is it that you would recommend ExpressToll to a friend or colleague? 0 = very unlikely and 10 = very likely.

Net Promoter Score: 51.95



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
During winter, E-470 is kept free of snow.	1	5	4.74	4.46	0.28	1
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.	6	9	4.55	4.31	0.24	2
The signage and warning signals provided to alert drivers to construction work zone areas are effective.	3	6	4.62	4.45	0.17	3
I feel safe when traveling on E-470.	2	2	4.69	4.57	0.12	4
Overall, I am satisfied with the value that I receive from using / driving E-470.	9	10	4.39	4.27	0.12	5
E-470 cares about their customers.	8	7	4.48	4.37	0.11	6
The sections of E-470 that I travel are well maintained with smooth pavement.	4	4	4.61	4.54	0.07	7
E-470 road signage is well maintained and easy to read.	5	3	4.60	4.54	0.06	8
E-470 is clean and free of debris.	7	1	4.53	4.58	-0.05	9
The landscaping / aesthetics / general appearance of E-470 is well maintained.	10	8	3.74	4.33	-0.59	10