



**XXIV<sup>th</sup> World  
Road Congress  
Mexico 2011**  
Mexico City 2011.

# Steps for Customer Cooperation and Segmentation of Customers

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# What We've Done

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## Working Group 2 – Customer Orientation

- **Four case studies – USA, Sweden, Finland and Portugal**
- **Survey among TC members**
- **Liaison with CEDR**
- **Literature review and findings**



# What We've Done

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## Defined Customer

- Analyzed and reviewed various terms for Customers
- Client, Citizen, Inhabitant, The Public, Taxpayer
- Controversy in the word “Customer”
- No commonality
- Conclusion: Don't spend time here...not an issue. It's more important to acknowledge you **HAVE** customers!



# What We've Done

## Examples of Customer Segmentation

Types of segmentation	Examples	Some recommendations
Transportation mode	Cyclists Pedestrians Heavy vehicle drivers	Useful when having direct contacts with different road user groups, for example, in daily operations or when designing specific technical solutions within the certain part of transport system
Life stage	Children Young people Senior citizens	Useful when using the whole journey approach specially in long-term planning
Interest groups	Environmental Groups Motor clubs	Useful when understanding the public opinion and estimating the level of acceptance of our future decisions
Business	Forest industry Tourism industry Wholesale and retail	Useful when using the whole transport approach specially in long-term planning
Based on services	Information inquires Permission	Useful when improving customer service and optimizing your performance in different tasks
Type of journey/transport	School journey Commuting Round wood transport	Useful when defining strategic goals, making long-term planning, planning specific investments and other purposes
Community/society	Land owners Nearby residents	Useful when taking into consideration impacts of our operations



# What We've Done

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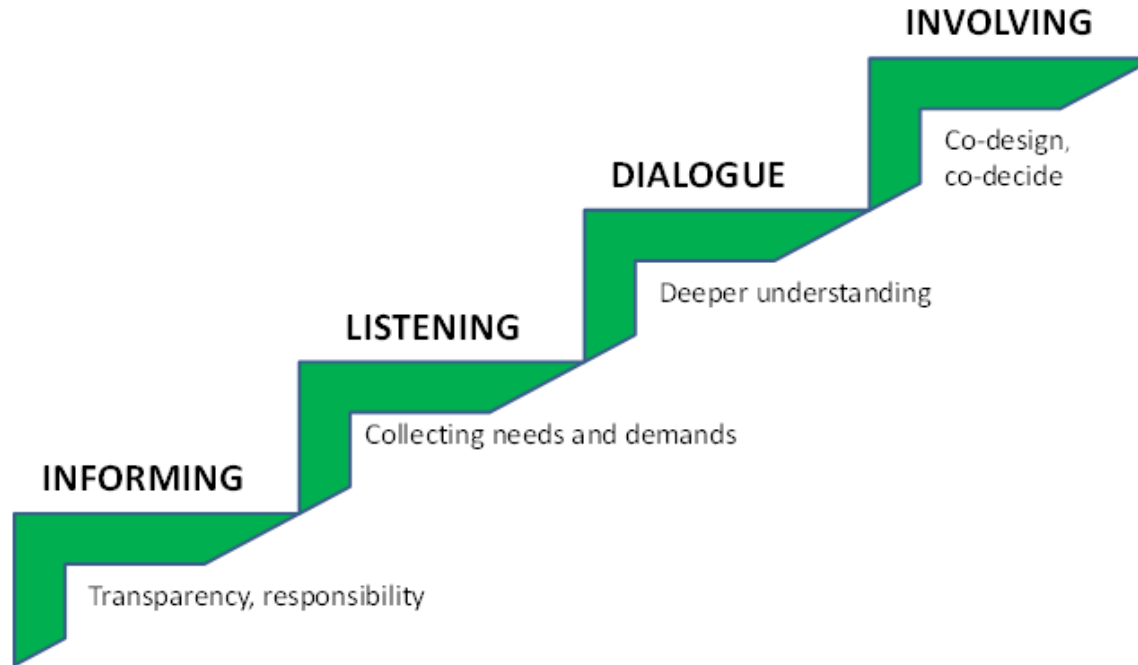
## Methods for Capturing Customer Input

- **Customer Survey**
- **Dialogue Methods**
- **Internet Tools & Other Ways**
- **Conclusions:**
  - **Lots of different ways and methods to collect**
  - **You don't have to do it yourself**
  - **Must plan in advance**
  - **Ensure you USE IT!**



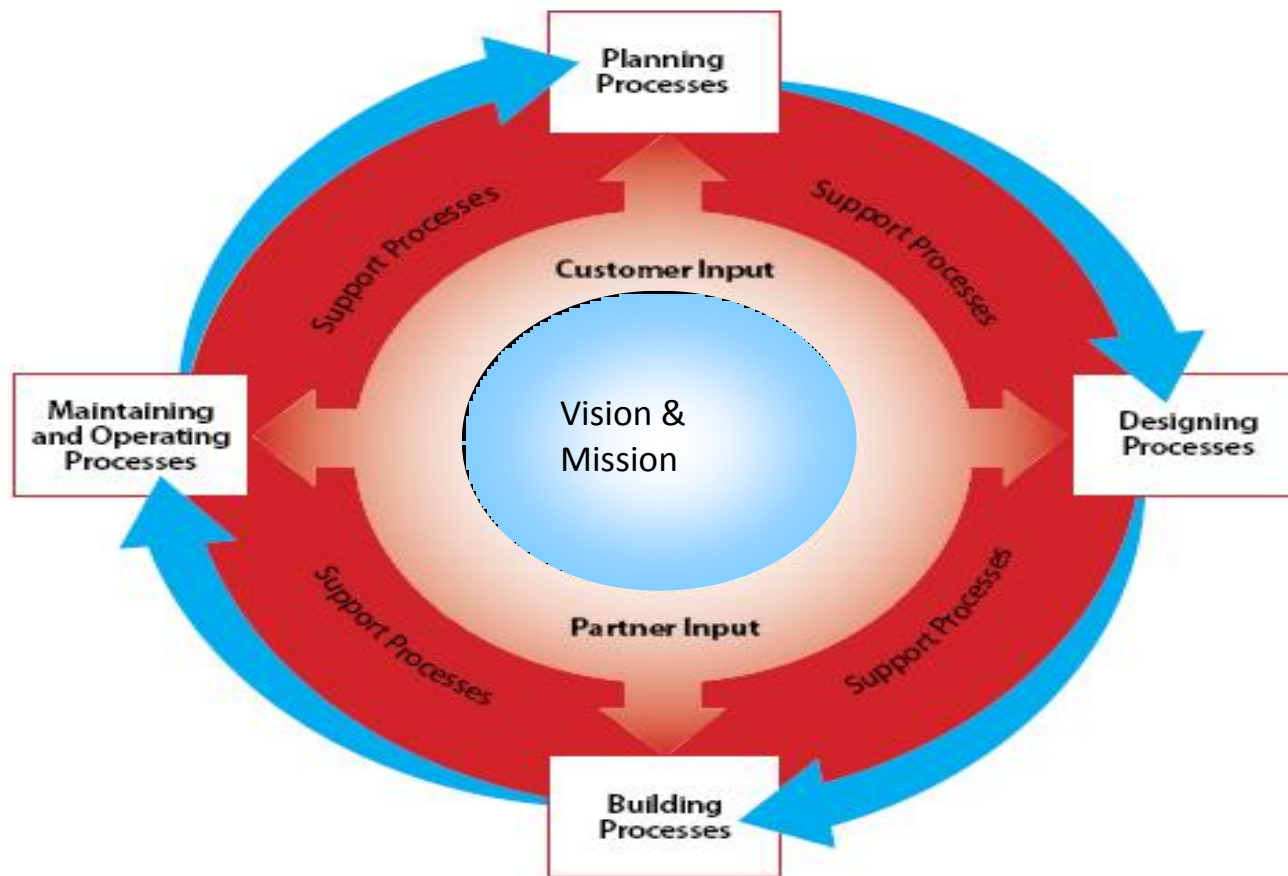
# What We've Done

## Managing Customer Orientation



# What We've Done

## Incorporating Customer Input



# Keys to Success

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- Deploy customer orientation at all layers of the organization – beginning with vision & mission
- Manage human resources accordingly
- Use proper tools
- Support implementation of change
- Focus on end users
- Seek customer input only if it will be used







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# Thank You!

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