



# AET: LISTEN, LEARN, IMPROVE

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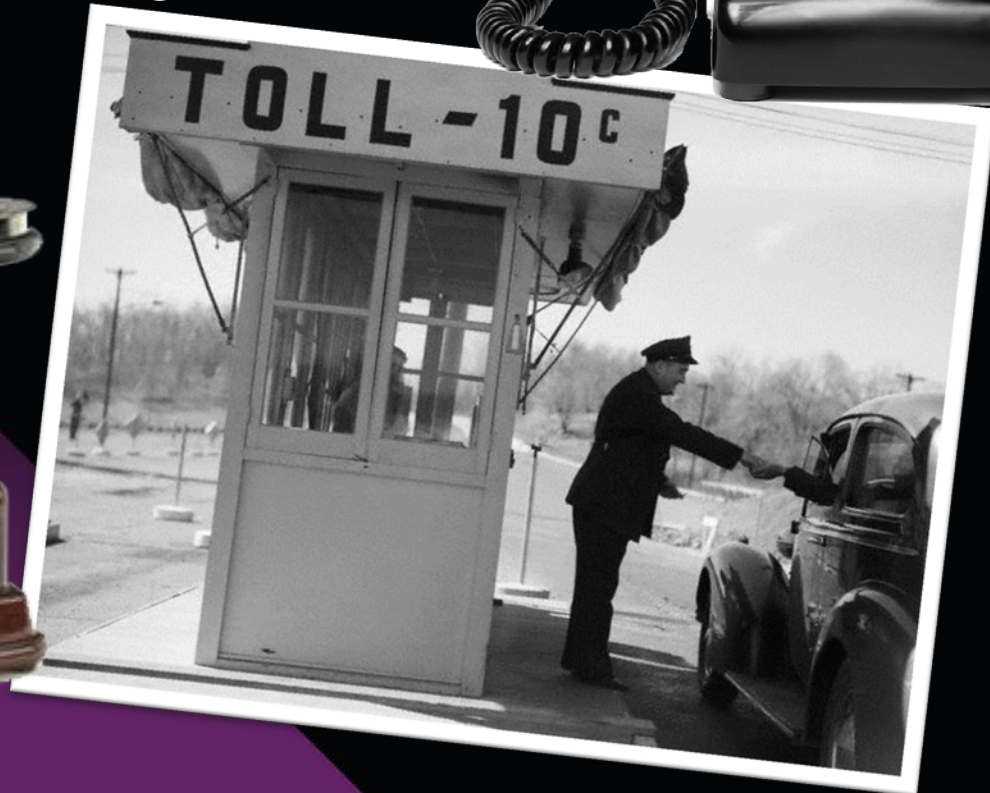
# WHO ARE WE?

- Denver, Colorado
- 47-mile toll road
- All-electronic
- User-financed



# WHERE ARE YOU IN THE PROCESS?

- Haven't even thought about it
- Thought about it, but not ready
- Just started planning



# SINK OR SWIM TIME!

- Ready for the switch
- Transitioning within the year
- Just took the plunge







# BEEN THERE, DONE THAT!

- Fully converted
- Encountered obstacles
- Making adjustments



*We Are*  
**HERE**

# THE FUTURE!

- Utilize latest technology
- Be innovative
- Embrace change
- Pave the way



# BIGGEST LESSON LEARNED

- We didn't know everything!



Lessons Learned  
recognize mistakes  
observe what works  
document them  
share them



# YOU KNOW WHAT THEY SAY ABOUT ASSUMING?

- We assumed:
  - We knew our cash customer
  - We would get reliable data from DMV
  - All transactions would be billable
  - Customers would pay after first bill
  - We knew how to staff new environment





# ROME WAS NOT BUILT IN A DAY!

- It takes time and effort to make it right
- Build vendor and partner relationships
- Take time to listen
  - Industry leaders
  - Employees
  - Customers



# IT'S NOT TOO LATE!

- Customer-included vs. customer-centered



As marketing requested it.



As sales ordered it.



As engineering designed it.



What was manufactured.



What was installed.

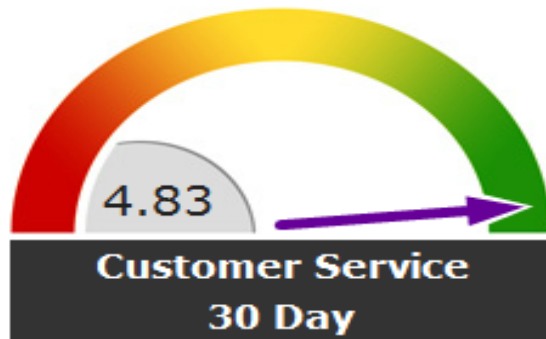


What the customer wanted.

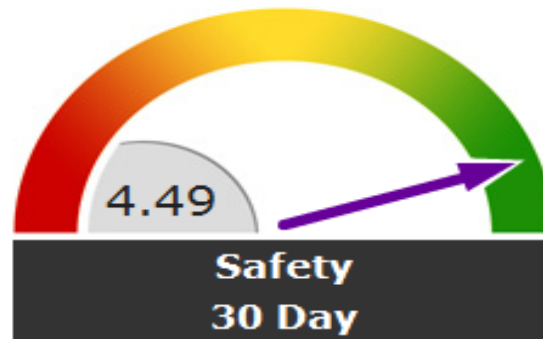
- Customers Included- By Mark Hurst and Phil Terry

# NEVER STOP LISTENING

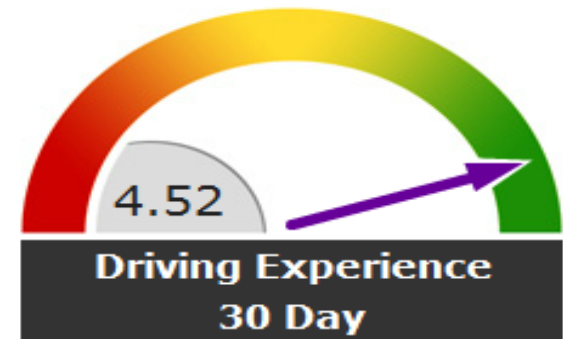
- Annual Customer Experience Survey
- After Contact Surveys
- Monthly One-Minute Surveys
- USE THE DATA TO MAKE IMPROVEMENTS



Average score based on customers rating the quality of customer service they received. Score based on a 5 point scale, with 5 being the highest/best level of satisfaction.



Average score based on customers rating their satisfaction with safety during their most recent E-470 driving experience. Score based on a 5 point scale, with 5 being the highest/best level of satisfaction.



Average score based on customers rating their satisfaction with their most recent E-470 driving experience. Score based on a 5 point scale, with 5 being the highest/best level of satisfaction.







# CHANGE CAN BE GOOD

- The billing process can be improved
- New collection tools may be needed
- Explore ways to reduce costs

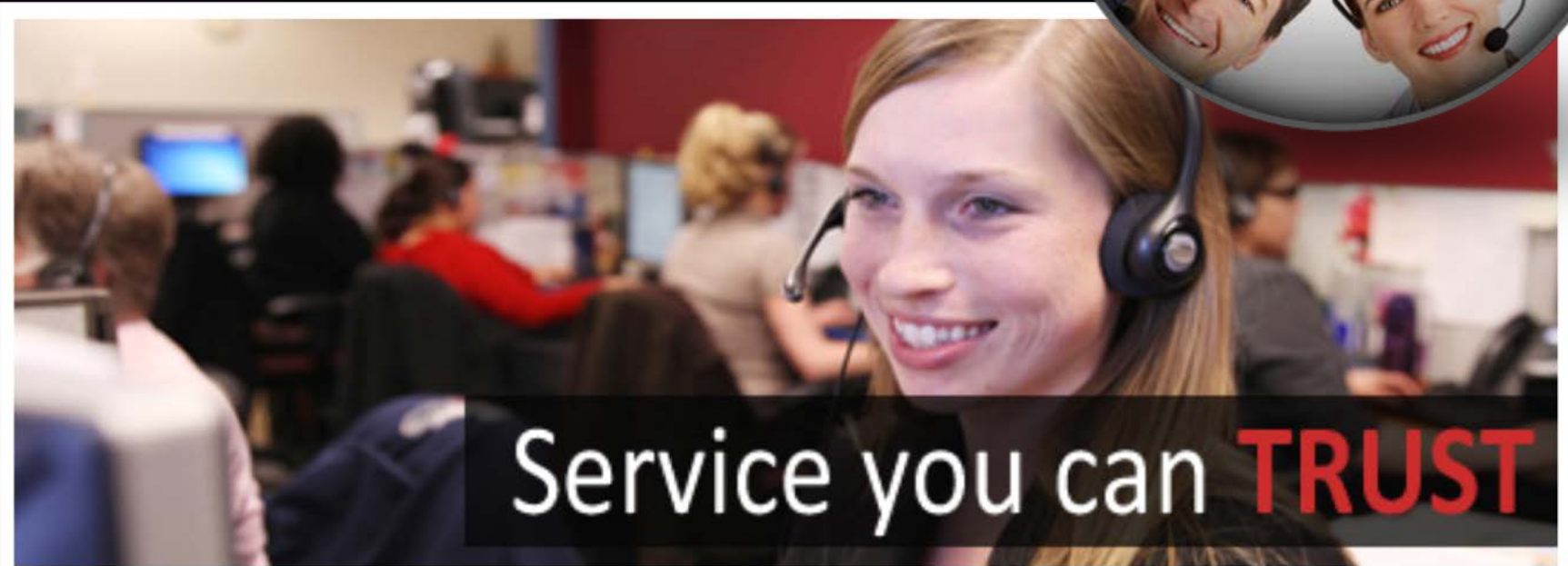


- Drive E-470 or I-25 Express Lanes**  
Toll transactions accrue for 30 days.
- License Plate Toll Statement**  
30 days to pay in full.
- Statement Past Due**  
\$5 Late Fee added.
- Collection Status**  
\$20 Collection Fee added.
- Citation Status**  
May receive a \$25 Civil Penalty and a \$20 Adjudication Fee.
- Registration Non-Renewal**  
Vehicle registration may be prevented.



# EMPLOYEES COUNT TOO!

- Listen to your employees
- Especially those on front line



Service you can **TRUST**



# COMMUNICATION IS KEY!



# WHAT NOW?

- New opportunities
  - Traffic increase
  - Flat penetration
  - Higher operational costs
- The answer
  - Listen, learn, improve
  - Be innovative
  - Communicate the change

