

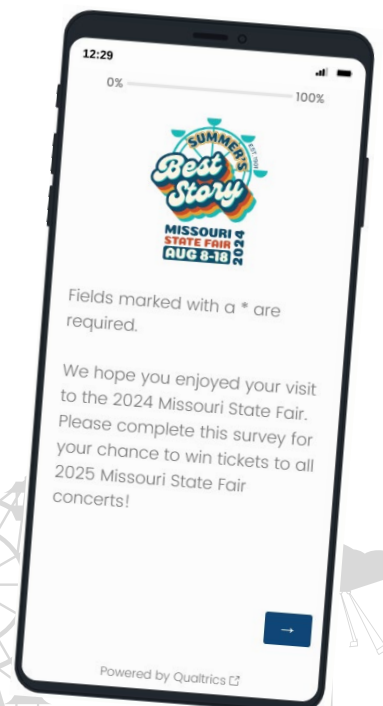
# SHARE MO ASSISTS MISSOURI STATE FAIR

The SHARE MO program has been actively working to improve the customer experience across state government and does this by enabling executive agencies with the tools, resources, and structure needed to start and grow their customer experience program. By looking at a citizen's entire journey, or all interactions they have, and getting feedback at the moments that matter, we can improve the way we serve and build confidence in our state. The SHARE MO program is part of the Operational Excellence Team and is working with 14 state agencies.

In April of 2024, the SHARE MO and Missouri State Fair teams partnered to establish a way to gather feedback on their website, [mostatefair.com](https://mostatefair.com). The State Fair estimates 500,000 views of their site between the beginning of concert announcements in April through Labor Day. Knowing that many of their fairgoers search the site before they visit, the State Fair team wanted to make sure the site was easy to use and provided the information needed for visitors. They have already made improvements to the site based on this feedback.

During the fair, we asked questions more directly about their visit and their overall experience. The survey launched at the opening of the fair, and was active two weeks after its conclusion in order to give visitors time to respond. We wanted to give fairgoers multiple ways to take the survey to make it as easy as possible to give feedback: there were more than 100 QR codes located throughout the fairgrounds, QR codes on daily guides and programs, a link on social media, a pop-up on [mostatefair.com](https://mostatefair.com), and at the end of the fair an email was distributed to everyone who signed up to be a fair fan. All combined, around 6,000 visitors provided feedback! This more than triples the feedback the fair received for the 2023 event.

To see the work in action, the Center of Excellence team attended the Missouri State Fair as a team outing with everyone taking a minute to share their feedback. SHARE MO is incredibly proud of the inaugural State Fair Customer Satisfaction Survey and is excited to continue partnering with the fair on additional projects helping the Missouri State Fair be the best it can be. They truly made it the Summer's Best Story!



by Bobby McKee