



Index Points to Customer Service Efforts in High Gear

The Communications & Digital Media Service Index (CDMSI) for November closed at 110.94, -3.79% below October's score of 115.31 but still well above plan. A score of 100.0 is the baseline for the index. This means that, after factoring in the various weights assigned to the department's 15 individual indicators that measure service, overall customer service delivery is exact-to-plan when at the 100.0 level. However, this month's 110.94 score infers customer service efforts are running +10.94% better than expectations heading into December.

For the month, 14 of 15 customer service indicators achieved 96% of their goals or better. The top three customer service indicators versus their goals for the month were: 1) special recognitions/awards provided, at 40 for the month; 2) Web services ability to troubleshoot problems, at an average rate of only 5.5 hours; and 3) the reach of the social media platforms, at nearly 1.1 million.

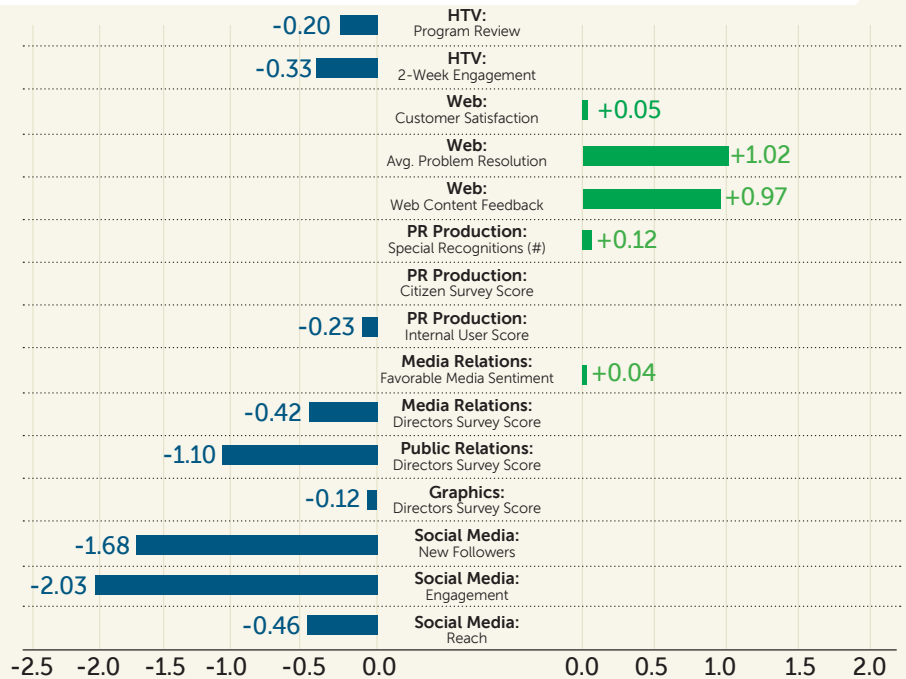
When looking at Communications & Digital Media's customer service efforts over the short run, we use the CDMSI-MA3, the index's three-month moving average. The CDMSI-MA3 stands at 108.69, implying that since late summer and through Hurricane Irma, customer service has exceeded expectations by +8.69%.

What impacted the index?

November Service Index 110.94

October Service Index 115.31

Net change for the month **-4.37** points
* Note: One (1) basis point = 1/100 of a percent.



In this latest period, the CDMSI fell -4.37 basis points, dropping from 115.31 to 110.94. The chart illustrates the net effect each of the 15 service indicators had on the index from one month to the next. While some indicators had a negative impact on the month, this does not necessarily mean they finished below goal; it simply indicates that their performance was less so in the most recent month. For example, the average response from the department directors regarding the public relations strategists dipped to 4.50 from 4.80 in the prior month, which alone pulled the CDMSI back -1.10 basis points. However, a score of 4.50 is exact-to-plan and does not indicate unsatisfactory services.

What is the CDM Service Index?

The index is a weighted average of 15 individual indicators from CDM's six segments: HTV; Web services; Public Relations Production; Media & Public Relations; Graphics; and Social Media. The individual customer service indicators are displayed in the table on the next page. Certain indicators carry more weight than others when the final monthly CDMSI is calculated. A reading of 100.0 for the index means that taken together with their assigned weights, the 15 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all nine indicators are exact-to-goal. Seldom will all 15 indicators be exactly at 100.0 points. Most often each indicator will be above (+100.0) or below (-100.0) their specific goal or historical baseline.

In the Spotlight



Hillsborough County's Hiking Spree has gotten legs this year with the help of CDM staff. Through a mix of pristine trails, ideal weather, and strategic promotion, first month sign-ups exceeded 2,600 participants, a 262% increase over the entire 5-month span of last year's spree, and already exceeding this year's goal by 210%.

What do the numbers mean?

100+ On Track

Every one point (1.0) change in the index infers a +/- 1.0% change in customer service. When the index is below 100.0 it means that overall customer satisfaction is not on track. Ideally, we would like to see the index both above 100.0 and rising over time.

Customer Service Indicators

	Latest Date	Goal	Latest Data	Preceding Period	Year Ago	Year Over Year % Chg
Efficiency Indicators						
HTV: Program final ratings Median final rating for produced HTV events and shows by month. A score of 61.0 or better means exceeds goal. <i>Source: Francesco Alessi - HTV Manager.</i>	Oct	61.0	78.0	79.9	68.4	+14.0%
Web: Average Problem Resolution time Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Oct	< 8 hrs.	5.5	6.4	NA a)	---
PR Production: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. <i>Source: Tim Davison - PR Production Manager.</i>	Oct	25	40	37	50	-20.0%
Customer Feedback Indicators						
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Oct	100.0%	98.0%	97.0%	100.0%	-2.0%
Web: Web page content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Oct	75.0%	79.3%	69.6%	NA a)	---
PR Production: Community Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. <i>Source: Tim Davison - PR Production Manager.</i>	Nov	4.50	5.00	5.00	5.00	0.0%
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. <i>Source: Tim Davison - PR Production Manager.</i>	Nov	4.50	4.67	4.80	NA a)	---
Media Relations: Positive Media sentiment Meltwater News Clips analysis expressed as a 'sentiment index' (number of positive media stories on the county-to-total number of media stories on the county). <i>Source: Tim Davison - PR Production Manager.</i>	Oct	75.0%	96.0%	95.0%	91.0%	+5.5%
Media Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. <i>Source: Monthly CDM customer surveys sent electronically to random department managers.</i>	Nov	4.50	4.75	5.00	NA a)	---
Public Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. <i>Source: Monthly CDM customer surveys sent electronically to random department managers.</i>	Nov	4.50	4.50	4.80	4.80	-6.3%
Graphics: Creativity Average score on a 1 to 5 scale based on feedback from County department managers. <i>Source: Monthly CDM customer surveys sent electronically to random department managers.</i>	Nov	4.00	4.33	4.40	3.83	+13.1%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Oct	2,250	1,485	9,058 b)	2,892	-48.7%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Oct	15,342	16,788	80,681 b)	10,356	+62.1%
Social Media: Reach User reach across multiple platforms. <i>Source: Social Media Strategist.</i>	Oct	800,000	1,077,478	3,049,545 b)	720,831	+49.5%
Quality Indicators						
HTV: Two-week engagement YouTube stats for number of followers, engagement, and likes. <i>Source: Francesco Alessi- HTV Manager.</i>	Oct	3.0	2.9	3.0	NA a)	---
Composite Indexes						
Communications & Digital Media Service Index (CSSSI) c)	Oct	≥ 100.0	110.94	115.31	NA d)	---
CSSSI-MA3 e)	Oct	≥ 100.0	111.71	108.69	NA d)	---
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes f)	Oct	≥ 100.0	105.50	98.56	102.48	+2.9%

Notes:

- a) Did not begin reporting this customer service measurement until April 2017.
 b) Hurricane Irma Sept. 2017
 c) A contemporaneous figure that collapses all of the most recent monthly results from the department's 10 measures of customer service delivery using relative weights of importance into a single value.
 d) Not comparable with one year ago due to several strategic changes in the CDMSI during March 2017.

e) Month-to-month movements can be volatile, so the monthly index's three-month moving average, the CDMSI-MA3, provides a more consistent picture of customer service efforts by the staff.

f) A contemporaneous figure that collapses all of the most recent results from several key county (3), state (1), and national (1) economic statistics using relative weights of importance into a single value. This is used to compare the growth of Hillsborough County business and economic activity versus the customer service progress made by the Communications & Digital Media department. (Details are available in a separate report.)

Comments from the November 2017 Department Directors' and Customer Surveys



CDM staff promoted the grand opening of the Lee Davis Community Resource Center. The center provides residents increased access to vital resources offered by Aging Services, Health Care Services, Head Start, Library Services, Social Services, and two on-site community partners: Derrick Brooks Charities and the Sickle Cell Association of Hillsborough County.

On Graphics Support

The latest request was a simple brochure, they did get done very quickly, as it was a priority issue at the time. ~ Code Enforcement

On CDM Public Relations Specialists

The latest great event was the grand opening of the Lee Davis Service Center. [Our PRS] worked with our Community Resources Project Manager (Aletha Johnson) in such a complimentary manner, so that the entire event was successful, fun, and professional in nature. ~ Head Start/Early Head Start

On CDM Media Relations Specialists

[Our MRS] understands the details of our projects, which can easily be misconstrued by the media and misunderstood. She is great to work with and is excellent in handling the media. ~ Economic Development

CDM Senior Leadership Team

Annette Spina, Communications & Digital Media Director

Terry McElroy, Digital Media Division Director

Ana Mendez, Public Relations & Marketing Division Director

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