

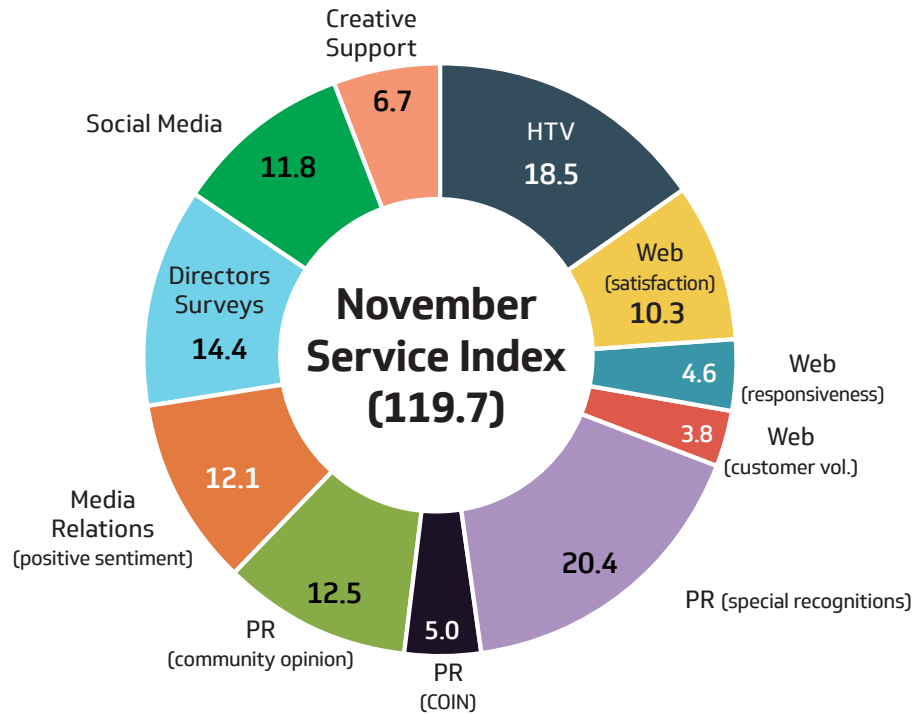


November 2016

# Index shows customer service picked up in November

The Communications & Digital Media department's Service Index (CDMSI) advanced +0.6% to 119.7 in November from a revised 119.0 in October. Despite having five service indicators slip month-over-month, overall customer service was ahead for the month and is still running above goals and historical benchmarks. For the month: four indicators improved, five declined, and two were unchanged.

The index's three-month moving average, CDMSI-MA3, decreased slightly in November to 115.6 from 115.9 in October (revised). The CDMSI-MA3 has remained above 110.0 for six straight months, suggesting that customer service delivery by CDM staff has been exceeding goals since the early summer.

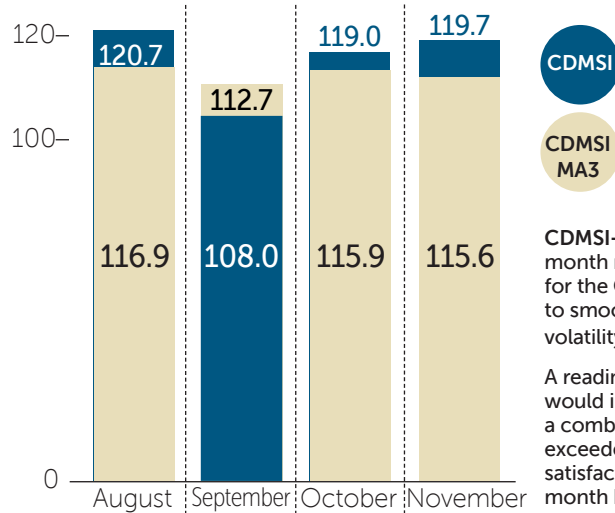


➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, social media activity added 11.8 points to the November CDMSI of 119.7 points. - See table on page 2.

### What is the CDM Service Index?

The index is a weighted average of 11 individual indicators from CDM's four sections: HTV; Digital Engagement (Web services); Public Relations Production; and Public Relations & Marketing. The individual customer service indicators are displayed in the table below. 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 11 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 10 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.

### CDMSI and CDMSI-MA3 for the Latest Four Months



CDMSI-MA3 = Three-month moving average for the CDMSI. This helps to smooth out monthly volatility in results.

A reading of 110.0 would indicate that on a combined basis, CDM exceeded its customer satisfaction goals for the month by +10.0%.

### Why are there two index values?

Each month, we provide a monthly index and its three-month moving average. The three-month moving average offers a more consistent picture of CDM's overall customer satisfaction.

### 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.

## Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	5/16	6/16	7/16	8/16	9/16	10/16
<b>HTV: Program final ratings</b> Median final rating for produced HTV events and shows by month. A score of 61.0 or better means exceeds goal. Source: Francesco Alessi - HTV Manager.	.165	61.0	56.9	65.7	63.7	69.1	74.3	68.4
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	.100	97%	100%	100%	100%	100%	98%	100%
<b>Web: 1st reply resolution</b> Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. Source: Brian Roberts - Digital Engagement Manager.	.050	79%	84%	77%	75%	78%	79%	73%
<b>Web: Total customers served</b> Total number of unique Web requests/questions received by the department. Source: Brian Roberts - Digital Engagement Manager.	.025	66	84	83	77	67	236	131
<b>PR Prod: Special recognitions</b> *Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives, such as commendations, proclamations, congratulatory letters and Eagle Scouts. Source: Tim Davison - PR Production Manager.	.100	25	62	19	44	14	28	50
<b>PR Prod: COIN Announcements</b> Number of COIN News items sent to employees for the month. Source: Tim Davison - PR Production Manager.	.025	20	20	21	34	25	17	46
<b>PR Prod: Community Surveys</b> Average score on a 1 to 5 scale based on feedback from citizens who are the award contact. Source: Monthly PR Production customer surveys sent electronically to citizen contacts (introduced July 2016). Source: Tim Davison - PR Production Manager.	.100	4.0	---	5.00	5.00	5.00	5.00	5.00
<b>Media Relations: Positive Media sentiment</b> 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). Source: Tim Davison - PR Production Manager.	.100	75%	78%	78%	81%	90%	86%	91%
<b>Public Relations: Dept. Director surveys</b> Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers	.165	4.0	4.58	4.67	4.75	4.67	4.80	3.50
<b>Social Media: Composite Index (3)</b> Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.100	100.0	145.6	128.9	125.9	109.3	146.7	117.9
<b>Public Relations: Creativity</b>	.070	-	-	-	-	-	4.60	3.83 (c)

### Notes:

a) Weights used when calculating the composite score for the monthly CDMSI by service indicator.  
b) Figures represent either a goal or a baseline based on median monthly results over a recent period of consecutive months.

c) New measure; a subcomponent from the monthly Directors Survey (the CDMSI now has 11 separate service indicators)

## Comments from the October 2016 Department Directors' Surveys



An excited early morning crowd gathered to watch the beach-towel ribbon cutting at the newly restored Apollo Beach Nature Preserve.

There are still some kinks to work out, but we were very happy with the Web team and all of the information they were able to get out to the public. Social and Media relations were able to get us a few spots and the response from the public has been very encouraging. ~ Parks & Recreation

In general, we are very happy with the branding and the initial material drafts. We still have some issues related to completion that will be considered by the Committee on Monday of next week. ~ Health Care Services

I thought the big posters placed in the County Center lobby were very helpful in getting people the information on the workshops. ~ I/O

### CDM Senior Leadership Team

**Annette Spina**, Communications & Digital Media Director  
**Terry McElroy**, Digital Media Division Director  
**Ana Mendez**, Public Relations & Marketing Division Director

## In the Spotlight



CDM salutes our colleagues for their service and dedication to our Country.

**Crystal Pruitt**,  
Public Relations Strategist  
U.S. Air Force Reserve/3 years

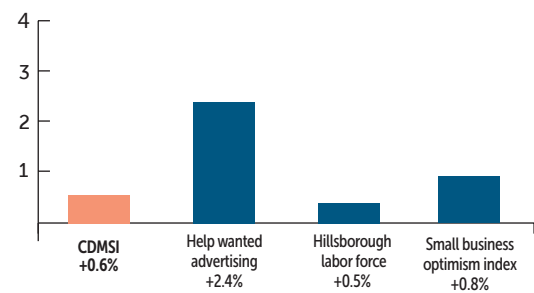
**Andrea Roshaven**,  
Senior Public Relations Strategist  
U.S. Air Force/7 years

**Terry McElroy**,  
Digital Media Division Director  
Army/7 years

**Brian Roberts**,  
Digital Engagement Manager  
Army/6 years

### The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the CDMSI with established local and national level yardsticks. As noted above, the November CDMSI improved +0.6% from the preceding month. The chart illustrates the month-over-month change in the CDMSI compared with other popular economic indicators that impact the people of Hillsborough County.



\* All of the comparative figures above are month-over-month

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