



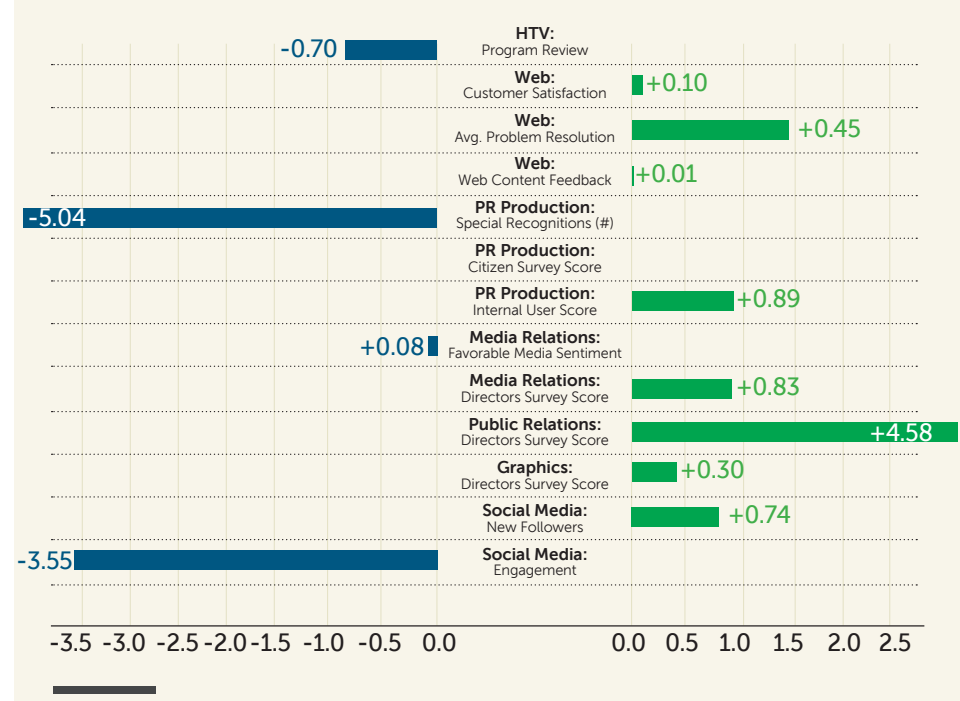
Index Is Flashing Green: High Marks With Consistency

The Communications & Digital Media Customer Service Index (CDMSI) decreased -0.44% for July, closing at 106.69 points. This implies that customer service efforts are +6.69% better than plan. For the second straight month, the CDMSI-MA3 (3-month moving average) posted a nearly equivalent score, finishing at 106.77 points. This suggests both consistency and very favorable customer service efforts by the CDM team. For the month, 11 of 13 customer service indicators achieved 90% of goal. Additionally, all five of the customer service indicators that rely on survey responses from customers finished at 4.75 points or higher on the 1.00 to 5.00 point scale (95th percentile).

What impacted the index?

June CDMSI (start): 107.16
July CDMSI (end): 106.69
(Monthly change of -0.47 points)

May CDMSI
* Note:
One (1) basis point = 1/100 of a percent.



In this latest period, the CDMSI declined -0.47 points, falling from 107.16 to 106.69. The chart illustrates the net effect each of the 13 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.

What is the CDM Service Index?

The index is a weighted average of 13 individual indicators from CDM's six sections: HTV; Digital Engagement; 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 13 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all 13 indicators are exact-to-goal. Seldom will all 13 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



CDM recently won the Ragan's PR Daily 2018 Digital PR & Social Media Award for Crisis Communications and Reputation Management for the department's work during the 2017 Hurricane Irma activation. Ragan's cited CDM's established communications channels, accurate real-time updates, and strong relationships with local news organizations among the factors that supported the successful efforts.

CDM's Kevin McCarthy, Jacquelyn Colina, and Imani Lee work during the Hurricane Irma activation at the Public Safety Operation Complex. The department recently won a national award for communications efforts during the storm.

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 | Prior Month | Two Months Ago | 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> | June | 75.0 | 84.4 | 87.6 | 85.4 | 75.4 | +11.9% |
| 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> | June | < 8 hrs. | 6.5 | 8.5 | 8.4 | 8.3 | -21.7% |
| 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> | June | 25 | 17 | 38 | 34 | 20 | -15.0% |
| 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> | June | 100.0% | 98.0% | 96.0% | 100% | 97.0% | +1.0% |
| Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i> | June | 75.0% | 87.3% | 87.2% | 85.5% | 79.3% | +10.1% |
| 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> | July | 4.50 | 5.00 | 5.00 | 5.00 | 5.00 | N/C |
| 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> | July | 4.50 | 5.00 | 4.50 | 4.63 | 4.20 | +19.0% |
| 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> | June | 80.0% | 95.0% | 97.0% | 92.0% | 85.0% | +11.8% |
| 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> | July | 4.50 | 5.00 | 4.50 | 4.00 | 5.00 | N/C |
| 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> | July | 4.50 | 5.00 | 3.75 | 3.75 | 4.93 | +1.4% |
| Graphics: Creativity Average score on a 1 to 5 scale based on feedback from County departments that have used graphic services during the month. <i>Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager.</i> | July | 4.50 | 4.75 | 4.56 | 4.92 | 3.50 | +35.7% |
| Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i> | June | 2,000 | 1,285 | 782 | 1,374 | 1,684 | -24.3% |
| Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i> | June | 20,000 | 19,851 | 55,877 | 38,400 | 45,757 | -56.6% |
| Composite Indexes | | | | | | | |
| Communications & Digital Media Service Index (CDMSI) ^{a)} | July | ≥ 100.0 | 106.69 | 107.16 | 106.46 | 103.88 | +2.7% |
| CSSSI-MA3 ^{b)} | July | ≥ 100.0 | 106.77 | 107.15 | 109.30 | 106.65 | +0.1% |
| Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes ^{c)} | May | ≥ 100.0 | 105.26 | 101.30 | 99.18 | 104.75 | +0.5% |

Notes:

- a) A contemporaneous figure that collapses all of the most recent monthly results from the department's 13 measures of customer service delivery using relative weights of importance into a single value.
- b) Month-to-month movements can be volatile, so the monthly index's three-month moving average, the CDMSII-MA3, provides a more consistent picture of customer service efforts by the staff.

c) 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 July 2018 Department Directors' and Customer Surveys

On CDM Public Relations Production Team

CDM's Megan Danner is an asset to the Social Services Department. She is an active member of planning committees to prepare and plan for outreach as it relates to Department events and programs. ~ Social Services

On CDM Public Relations Strategists

Kara Walker is also an asset to the Social Services Department. As planning occurs, Kara ensures the Director stays aware of the information being sent out on our behalf and provides regular updates. At our most recent event, Kara arranged for HTV to cover the event and the information she sent out generated interest from Bay News 9! ~ Social Services



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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