



## Index Shows Favorable Momentum Headed into 2018

The Communications & Digital Media Service Index (CDMSI) for January closed at 103.32, down -6.32% from the prior month but still well above the 100.0 point threshold that indicates whether or not customer service delivery efforts are on track versus plan. This month, the CDMSI was modified by changing the monthly goals for two social media indicators (new followers and engagement) and discontinuing a third (reach). For this latest month, 10 of 13 indicators achieved 90% of goal or better.

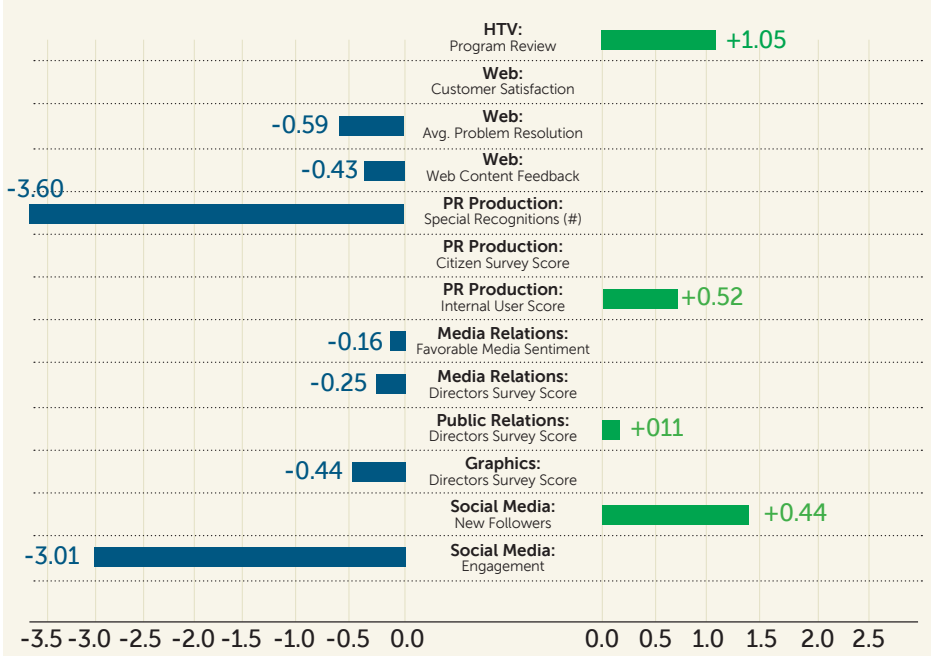
The CDMSI-MA3, a three-month moving average used to smooth out month-to-month aberrations, continues to perform near the top end of the 90.0 to 110.0 target range with a score of 108.19, indicating very favorable customer service momentum to kick off the new year.

When comparing the department's customer service performance against the growth of the Hillsborough economy and local business conditions, the CDMSI compares favorably. The CDMSI did fall -6.32% month-over-month, but is still running +3.32% above expectations (103.32 index). By contrast, the HCMI (see table for details) fell a lesser -1.68% month-over-month, but is up only +1.34% above expectations (101.34 index).

### What impacted the index?

Dec. CDMSI (end): 103.32  
Dec. CDMSI (start): 110.30  
(Monthly change of -6.98 points)

Jan. CDMSI **103.32** points  
\* Note: One (1) basis point = 1/100 of a percent.



In this latest period, the CDMSI dipped 698 basis points\* tumbling from 110.30 to 103.32. 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 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 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 nine 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



Communications & Digital Media recently earned two recognitions for its design and implementation of the new HCFLGov.net site, which has increased

the County's online presence dramatically both locally and nationally, especially on mobile platforms. The Center for Digital Government named CDM as a finalist in its *Government Experience Awards* and the Tampa Bay Chapter of the Public Relations Society of America also recognized CDM with an *Award of Excellence*. Additionally, with more than 5,000 votes cast, Tampa Bay Business Journal readers chose HTV as the Best Video Production Company in the *Best in the Biz Readers' Choice Awards*.

#### 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
<b>Efficiency Indicators</b>							
<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.	Dec	61.0	85.6	81.7	78.0	65.8	+30.1%
<b>Web: Average Problem Resolution time</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.	Dec	< 8 hrs.	8.3	7.4	5.5	NA a)	---
<b>PR Production: Special recognitions</b> Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: Tim Davison - PR Production Manager.	Dec	25	16	31	40	17	-5.9%
<b>Customer Feedback Indicators</b>							
<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.	Dec	100.0%	100.0%	100.0%	98.0%	100.0%	N/C
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Dec	75.0%	78.8%	83.1%	79.3%	NA a)	---
<b>PR Production: Community Survey</b> Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager.	Jan	4.50	5.00	5.00	5.00	5.00	N/C
<b>PR Production: Internal User Survey</b> Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.	Jan	4.50	5.00	4.71	4.67	NA a)	---
<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.	Dec	75.0%	92.0%	96.0%	96.0%	89.0%	+3.4%
<b>Media 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.	Jan	4.50	4.60	4.75	4.75	NA a)	---
<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.	Jan	4.50	4.40	4.00	4.50	4.83	-8.9%
<b>Graphics: Creativity</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.	Jan	4.00	4.25	4.50	4.33	4.33	-1.8%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Dec	2,000	959	1,494	1,485	1,801	-46.1%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Dec	20,000	12,837	44,189	16,788	33,941	-62.2%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) b)</b>	Dec	≥ 100.0	106.93	110.30	110.94	NA c)	---
<b>CSSSI-MA3 d)</b>	Dec	≥ 100.0	109.39	112.18	111.78	NA c)	---
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes e)	Nov	≥ 100.0	103.29	101.58	101.14	106.13	-4.5%

**Notes:**

- a) Did not begin reporting this customer service measurement until April 2017.
- b) 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.
- c) Not comparable with one year ago due to several strategic changes in the CDMSI during March 2017.

- d) 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.
- e) 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 January 2018 Department Directors' and Customer Surveys**



Communications & Digital Media took an active role in planning and executing a heartwarming double-ribbon cutting ceremony to open the new Veterans Resource Center and unveil a beautiful World War II Memorial. The ceremony took place on Pearl Harbor Day at Hillsborough County's Veterans Memorial Park.

**On Graphics Support**

Materials were clean, clear, concise and appropriate. Information was easily understood and layout was very professional.  
~ Fire Rescue

**On CDM Public Relations Specialists**

Our assigned PRS (Michelle) appears appreciative of the hard work of our staff and, like us, is interested in obtaining the facts as well as consideration for the human element.  
~ Consumer & Veterans Services

**On CDM Media Relations Specialists**

Our media relations specialist (Kara) is fantastic to work with, she is always accessible and provides support with media interaction.  
~ Public Utilities

**CDM Senior Leadership Team**

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

This communication may contain information that is legally privileged, confidential or exempt from disclosure, and intended only for the use of the addressee(s) named above. If you are not the intended recipient, please note that any dissemination, distribution, or copying of this communication is strictly prohibited. Anyone who receives this message in error should notify the sender immediately by telephone or by return e-mail, and delete the message from their computer and any printout thereof. Please note that the Hillsborough County Government utilizes spam and junk e-mail filtration applications in its e-mail systems. That filtering process may prevent or delay delivery of certain e-mail communications. If you do not receive a timely response to an e-mail communication, please contact the intended recipient by phone. Copyright Notice: Reproduction of this material, either written or electronically, including the general layout, graphics, analyses, and content topics without the express approval of Target Performance Systems, Inc., a Florida corporation, is forbidden without written consent. Thank you for your support of Communications & Digital Media and the Hillsborough County Government. Please contact Kimberly Howell at [HowellK@HCF.gov](mailto:HowellK@HCF.gov) with any questions or for further information.