



Customer Service Index Holds Despite Even Higher Expectations

For April, the Communications & Digital Media Customer Service Index (CDMSI) dipped -5.1% after monthly targets for the two key indicators were raised. The CDMSI declined from 113.61 to 107.83 for the month. As part of ongoing customer service improvement efforts, when any service indicator surpasses its goal for a sustained period, its standard is raised. This occurred last month for both HTV and the Graphics indicators. A final score of 107.83 for April, while down from March, is in the "sweet spot" of the desired 100.0 to 110.0 range, suggesting customer service efforts are on track. For the month, 12 of 13 customer service indicators achieved 90% of goal or better.

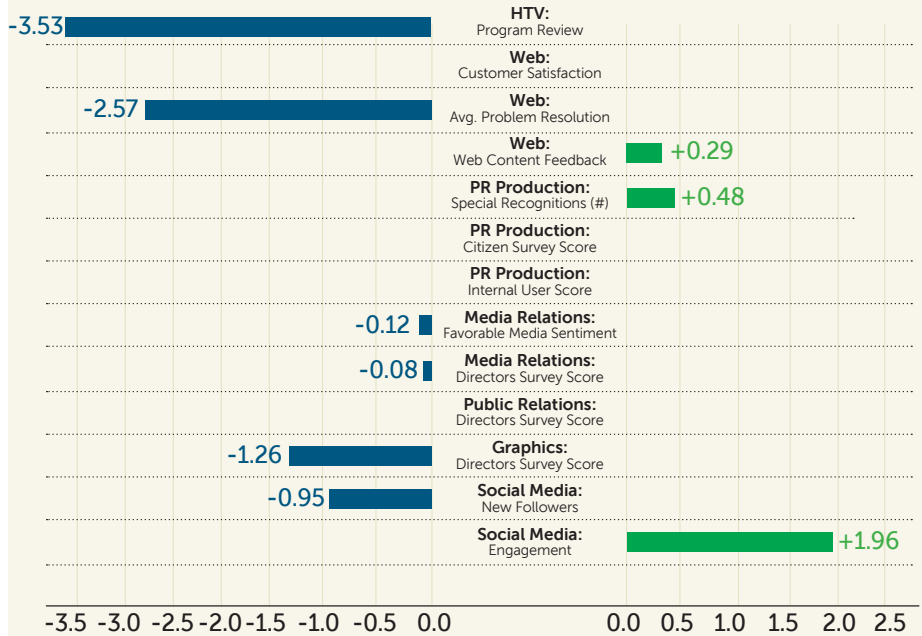
What impacted the index?

Mar. CDMSI (start): 113.61
Apr. CDMSI (end): 107.83
(Monthly change of 5.78points)

Apr. CDMSI

107.83 points

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



In this latest period, the CDMSI decreased -5.78 points falling from 113.61 to 107.83. 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.

In the Spotlight



CDM played an integral role in planning and hosting a successful opening ceremony for Hillsborough County's new FishHawk Fire Station No. 44 – the first constructed since 2006. Among the morning activities, children from the Kids 'R' Kids Learning Academy performed for the crowd, and attendees were introduced to the fire station crew and toured the facility.

What is the CDM Service Index?

The index is a weighted average of 13 individual indicators from CDM's six sections: 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 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.

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>	Mar	61.0	87.8	84.5	84.4	74.9	+10.5%
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>	Mar	< 8 hrs.	8.5	5.5	11.4	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>	Mar	25	25	23	24	26	-3.8%
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>	Mar	100.0%	100.0%	100.0%	98%	100.0%	N/C
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Mar	75.0%	86.3%	83.4%	82.0%	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>	Apr	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>	Apr	4.50	5.00	5.00	5.00	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>	Mar	75.0%	89.0%	92.0%	94.0%	89.0%	N/C
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>	Apr	4.50	4.75	4.80	4.67	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>	Apr	4.50	4.67	4.67	4.67	4.40	+6.1%
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>	Apr	4.50	4.33	4.57	5.00	4.20	+3.1%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Mar	2,000	1,589	2,220	2,134	2,250	-29.4%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Mar	20,000	24,791	19,178	23,127	32,491	-23.7%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) b)	Apr	≥ 100.0	107.83	113.61	111.93	110.51	+2.4%
CSSSI-MA3 c)	Apr	≥ 100.0	111.12	109.62	108.52	110.62	+0.5%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes d)	Jan	≥ 100.0	100.26	101.99	103.73	109.92	-8.8%

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) 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.

d) 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 April 2018 Department Directors' and Customer Surveys



CDM assisted Economic Development in promoting their fifth annual Open Doors Forum at TPepin's Hospitality Centre. The event connected more than 200 attendees with minority and small business government contracting opportunities.

On CDM Public Relations Specialists

Andrea is on top of this project. The Well4Life fair is becoming a well oiled machine!
~ Human Resources

On CDM Media Relations Specialists

In working with Michelle VanDyke, I have found that she displays a true interest in the subject at hand and a desire to provide to the media the most useful and meaningful information.
~ 9-1-1 Agency

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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