



## Index Points to a Rebound in Customer Service for December

For December, the Communications & Digital Media Customer Service Index (CDMSI) recovered, rising 203 basis points to close at 101.94. This implies that overall customer service efforts are running +1.94% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding, while a number below 100.0 indicates contraction. When compared to one year ago, seven customer service indicators improved, five declined, and one was unchanged. The CDMSI-MA3 three-month moving average stands at 103.05, within the desired 100.0 to 110.0 point range. This suggests that CDM's customer service efforts are running smoothly over the short-run.

### What impacted the index?

November CDMSI (start): 99.91

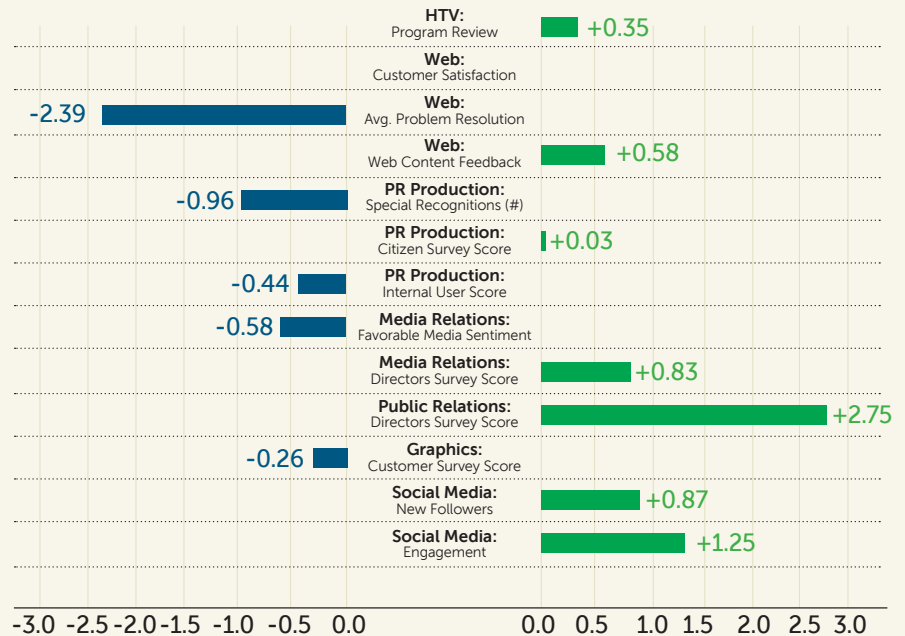
December CDMSI (end): 101.94

(Monthly change of +2.03 points)

November CDMSI

101.94 points

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



In this latest period, the CDMSI increased 203 basis points, rising from 99.91 to 101.94. 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



During their holiday party, CDM formed teams to play Jenga and raise money for a family in need at Moffitt Cancer Center. The tournament, Jenga Bells, raised a total of \$371.50 in less than 90 minutes.

### 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	75.0	87.5	85.9	86.9	85.6	2.2%
<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.	8.2	5.5	8.3	8.3	-1.2%
<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	18	22	37	16	12.5%
<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%	100.0%	100.0%	0.0%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Dec	75.0%	91.9%	86.1%	81.1%	78.8%	16.6%
<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.	Dec	4.75	4.82	4.8	4.67	5.00	-3.6%
<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.	Dec	4.50	4.75	5.00	5.00	5.00	-5.0%
<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	80.0%	79.5%*	95.0%	87.0%	92.0%	-13.6%
<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.	Dec	4.50	5.00	4.50	4.63	4.60	8.7%
<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.	Dec	4.50	5.00	4.25	4.25	4.40	13.6%
<b>Graphics: Creativity</b> Average score on a 1 to 5 scale based on feedback from County departments that have used graphic services during the month. Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager	Dec	4.00	4.50	4.67	4.67	4.25	5.9%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Dec	2,000	927	344	1,161	959	-3.3%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Dec	20,000	13,424	9,863	25,830	12,837	4.6%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Dec	≥ 100.0	101.94	99.91	107.29	103.32	-1.3%
<b>CSSSI-MA3 b)</b>	Dec	≥ 100.0	103.05	104.32	106.06	108.19	-4.8%
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes c)	Nov	≥ 100.0	102.65	103.49	102.96	105.93	-3.1%

**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.

\* Increased coverage of the contentious Rays stadium and transportation referendum stories in December mostly took a neutral tone. This skewed December's overall sentiment measurement toward neutral.

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 December 2018 Department Directors' and Customer Surveys

### On CDM Graphics Support

We have received wonderful feedback about our new newsletter format. It is clean, easy to read, and exactly what we wanted - thank you! ~Economic Development

### On CDM Public Relations Specialists

We had a goal of successful outreach to numerous media outlets. This was certainly achieved. ~Fire Rescue

### On CDM Media Relations Specialists

Both Michelle and Todd make sure they fully understand the circumstances of the issue being dealt with as, at times, they are complex." ~ Code Enforcement

### CDM Senior Leadership Team

**Annette Spina**, Communications & Digital Media Director

**Terry McElroy**, Digital Media Division Director

**Ana Mendez**, Public Relations & Marketing Division Director



CDM helped to plan and promote the Hillsborough County Fire Rescue Holiday Safety media event. All local media outlets were given an opportunity to witness exciting live demonstrations about the dangers of holiday cooking and keeping a lighted Christmas tree.