



Index Points to Consistently Favorable Customer Service

For June, Communications & Digital Media's Customer Service Index (CDMSI) improved +0.66% to close at 107.16 points. This suggests that customer service efforts are +7.16% better than plan. Moreover, the CDMSI-MA3 (3-month moving average) was nearly equal at 107.15 points, suggesting stability over the short-run with performance well inside the desired 100.0 to 110.0 range. For the month, 11 of 13 customer service indicators achieved 90% of goal. Additionally, two indicators, Web Services-Content Feedback and Media Relations-Favorable Media Sentiment, set high performance marks for the year.

What impacted the index?

May CDMSI (start): 106.46

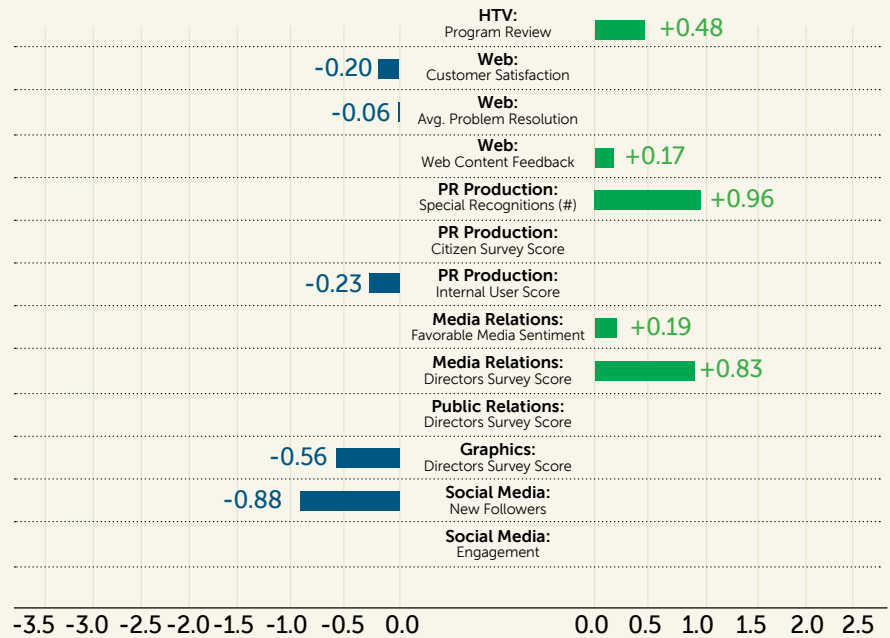
June CDMSI (end): 107.16

(Monthly change of +0.70 points)

May CDMSI

107.16 points

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



In the Spotlight



The annual Memorial Day Remembrance event at Veterans Memorial Park paid tribute to fallen heroes. Communications & Digital Media provided marketing and public relations support, including a news release, event collateral, social media messaging, event planning and support, and an [HTV newsbreak](#) that all contributed to a meaningful event for veterans and their families.

In the latest period, the CDMSI improved +0.70 points, rising from 106.46 to 107.16. 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.

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>	May	75.0	87.6	85.4	87.8	80.0	+9.5%	
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>	May	< 8 hrs.	8.5	8.4	8.5	9.4	-9.6%	
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>	May	25	38	34	25	38	N/C	
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>	May	100.0%	96.0%	100.0%	100%	98.0%	-2.0%	
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	May	75.0%	87.2%	85.5%	86.3%	79.7%	+9.4%	
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>	June	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>	June	4.50	4.50	5.00	5.00	4.90	-8.2%	
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>	May	80.0%	97.0%	92.0%	89.0%	92.0%	+5.4%	
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>	June	4.50	4.50	4.00	4.75	4.67	-3.6%	
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>	June	4.50	3.75	3.75	4.67	4.67	-19.7%	
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>	June	4.50	4.56	4.92	4.33	3.40	+34.1%	
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	May	2,000	782	1,374	1,589	781	N/C	
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	May	20,000	55,877	38,400	24,791	29,809	+87.5%	
Composite Indexes								
Communications & Digital Media Service Index (CDMSI) a)	June	≥ 100.0	107.16	106.46	107.83	110.44	-3.0%	
CSSSI-MA3 b)	June	≥ 100.0	107.15	109.30	111.12	108.86	-1.6%	
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	March	≥ 100.0	99.22	102.62	99.28	106.69	-7.0%	

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 June 2018 Department Directors' and Customer Surveys



The Public Relations Production team conceives, writes, edits, and provides quality control for Communications & Digital Media customers' collateral, including special recognitions and BOCC awards ceremonies.

On CDM Public Relations Production Team

My experience was fun and the end result was perfect. You may be very proud of your team. ~ Citizen response

On Graphics Support

The Graphics team seemed to have intuitive knowledge! ~Public Works

On CDM Public Relations Strategists

Communications and the team are great with providing ideas and concepts that work for our Head Start program. Public relations provides suggestions on how to market our Head Start program. This information is utilized through our Head Start Enrollment flyers and providing a fresh look to our Head Start Parent Handbook. ~ Head Start

On CDM Media Relations Strategists

Exceptional, and always very helpful in addressing any media inquiries. ~ Real Estate & Facilities

CDM Senior Leadership Team

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