



# Index Points to Strong Customer Service Efforts by CDM Staff

The Communications & Digital Media department's Customer Service Index (CDMSI) for March rose another +1.68 points to close at 113.61. This is the second straight month of gains and the second highest reading since the CDMSI underwent a strategic overhaul nearly a year ago. The CDMSI-MA3, a three-month moving average, finished at 109.62, near the top of the target range of 100.0 to 110.0. This suggests excellent customer service efforts throughout the department over the long run.

Of the CDMSI's 13 indicators, all achieved 92% of goal or better for March. The top three performing customer service measures versus goal were: average Web services problem resolution time, at 5.5 hours; favorable media sentiment, at 92%; and Graphics Services customer feedback, at 4.57. When comparing year-over-year results, five indicators improved, two slipped, two were unchanged, and four could not be compared because they are less than one year old.

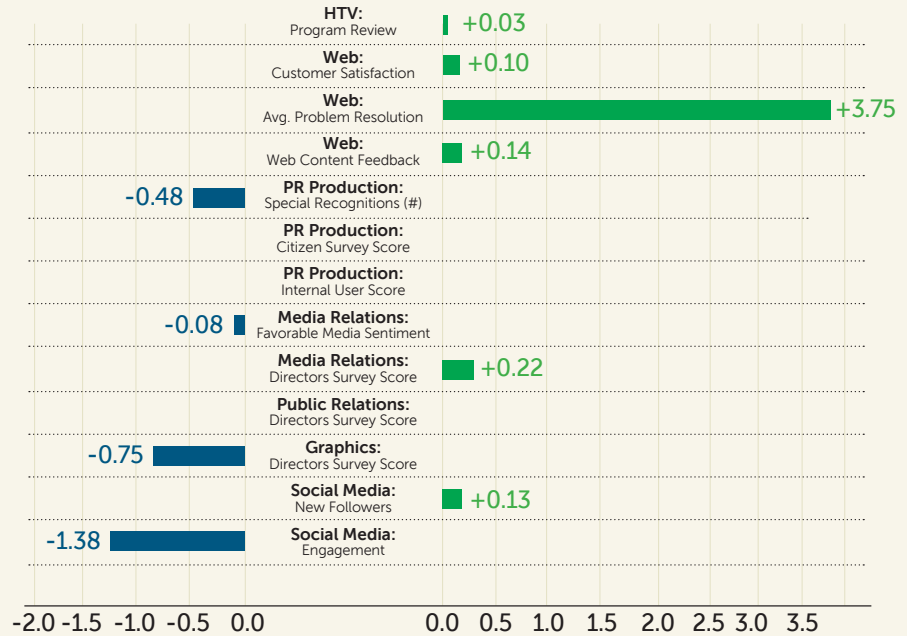
## What impacted the index?

Feb. CDMSI (start): 111.93  
Mar. CDMSI (end): 113.61  
(Monthly change of +1.68points)

Mar. CDMSI

113.61 points

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



The CDMSI increased 168 basis points for March, rising from 111.93 to 113.61. 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 in the most recent month.

## In the Spotlight



CDM partnered with Economic Development to celebrate National Entrepreneurship Week by highlighting Entrepreneur Collaborative Center clients, partners, and services for various audiences. A web and social media campaign engaged prospective entrepreneurs by sharing the personalities and journeys of local business leaders. A special edition of the County's Friday 5 e-newsletter was dedicated to telling their stories. Get to know these local leaders on the County's [YouTube](#) channel.

## 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
<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.	Feb	61.0	84.5	84.4	85.6	72.3	+16.9%
<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.	Feb	< 8 hrs.	5.5	11.4	8.3	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.	Feb	25	23	24	16	29	-20.7%
<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.	Feb	100.0%	100.0%	98.0%	100.0%	100.0%	N/C
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Feb	75.0%	83.4%	82.0%	78.8%	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.	Mar	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.	Mar	4.50	5.00	5.00	5.00	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.	Feb	75.0%	92.0%	94.0%	92.0%	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.	Mar	4.50	4.80	4.67	4.60	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.	Mar	4.50	4.67	4.67	4.40	4.40	+6.1%
<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	Mar	4.00	4.57	5.00	4.25	4.40	+3.9%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Feb	2,000	2,220	2,134	959	1,896	+17.1%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Feb	20,000	19,178	23,127	12,837	50,157	61.8%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) b)</b>	Mar	≥ 100.0	113.61	111.93	103.32	111.87	+1.6%
<b>CSSSI-MA3 c)</b>	Mar	≥ 100.0	109.62	108.52	108.19	109.19	+0.4%
<b>Hillsborough County Market Index (HCMI)</b> 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 March 2018 Department Directors' and Customer Surveys**



Social Services hosted its first ever Healthy Eating Workshops for Kids program and looked to CDM to help spread the word. With less than a month until the first workshop, CDM utilized its online Newsroom, Friday 5, media pitches, and social media platforms, including NextDoor, to help fill the entire series with 120 kid participants.

**On Graphics Support**

Despite numerous changes, the graphics team did a fantastic job and were very patient with us.  
~ Aging Services

**On CDM Public Relations Specialists**

Megan is extremely responsive to our needs and adheres to agreed upon deadlines. In addition, Megan ensures department events are provided with outreach material as well as coverage during and after events.  
~ Social Services

**On CDM Media Relations Specialists**

Looks for a fresh approach to our events and

programming. Offers constructive criticism pertaining to what they feel will be appealing to the media and the community in regards to press and promotions.

~ Library Services

**On the Public Relations Production Team**

I was able to work with our CDM team on two separate projects in February. The CDM team assisted the Hillsborough County Youth Leadership Council (HCYLC) with time, information and great work. We greatly appreciate our CDM team. Thank you.

~ Parks & Recreation

**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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