



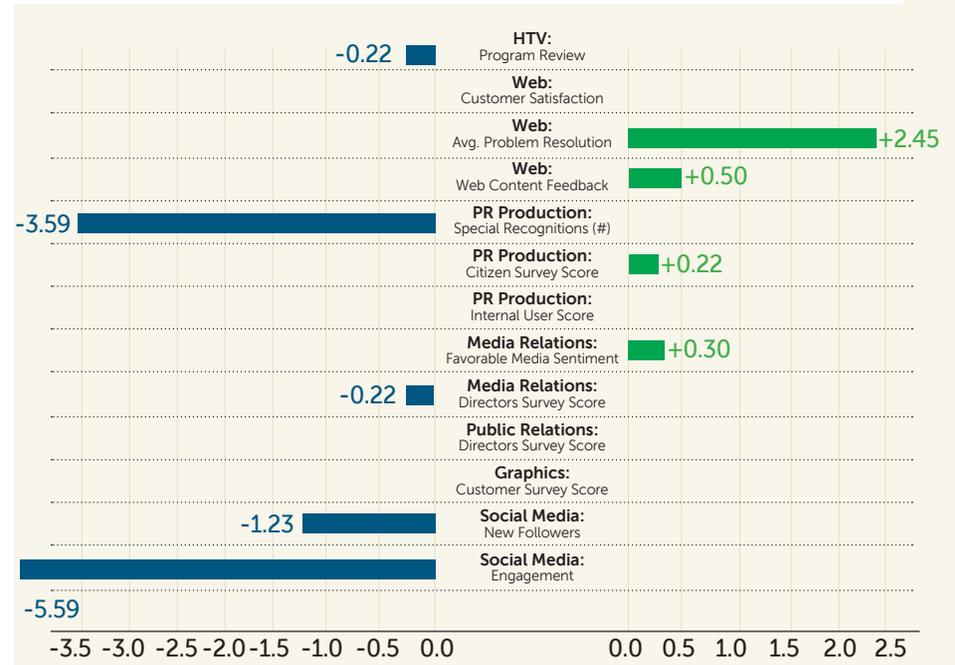
## Index Points to a Decrease in Customer Service Growth

For November, the Communications & Digital Media Department Customer Service Index (CDMSI) retreated -6.9%, closing the month at 99.91 points. This implies that overall customer service efforts are running at 99.91% 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, four customer service indicators improved, five declined, and four were unchanged. The CDMSI-MA3 three-month moving average stands at 104.32, in the middle of the desired 100.0 to 110.0 point range. This suggests that customer service efforts by the CDM staff are performing well over the short-run, despite this month's pullback.

### What impacted the index?

October CDMSI (start): 107.29  
November CDMSI (end): 99.91  
(Monthly change of -7.38 points)

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



In this latest period, the CDMSI decreased 738 basis points falling from 107.29 to 99.91. 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



The Communications & Digital Media team had all hands on deck for the Board of County Commissioners Investiture ceremony on Nov. 20. The swearing-in ceremony for new and re-elected Commissioners takes place every two years, and this year saw four Commissioners take the oath of office. CDM leads the planning, production, and public relations for the event that also includes official photos of the Board and a reception for Commissioners and their guests. While the new Board is seated, CDM team members also work behind the scenes to update all County collateral to reflect the changes, including the website, letterhead, COIN, and many other items.

### 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.	Nov	75.0	85.9	86.9	82.5	81.7	+5.1%
<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.	Nov	< 8 hrs.	5.5	8.3	7.9	7.4	-25.7%
<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.	Nov	25	22	37	30	31	-29.0%
<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.	Nov	100.0%	100.0%	100.0%	100%	100.0%	N/C
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Nov	75.0%	86.1%	81.1%	86.4	83.1%	+3.6%
<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.	Nov	4.75	4.80	4.67	5.00	5.00	-4.0%
<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.	Nov	4.50	5.00	5.00	4.50	4.71	+6.2%
<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.	Nov	80.0%	95.0%	87.0%	86.0%	96.0%	-1.0%
<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.	Nov	4.50	4.50	4.63	4.75	4.75	-5.3%
<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.	Nov	4.50	4.25	4.25	4.25	4.00	+6.3%
<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	Nov	4.00	4.67	4.67	5.00	4.50	+3.8%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Nov	2,000	344	1,161	951	1,494	-77.0%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Nov	20,000	9,863	25,830	26,730	44,189	-77.7%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Nov	≥ 100.0	99.91	107.29	105.76	110.30	-9.4%
<b>CSSSI-MA3 b)</b>	Nov	≥ 100.0	104.32	106.06	103.54	112.38	-7.0%
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes c)	Oct	≥ 100.0	105.84	104.95	102.32	101.05	+4.7

**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 November 2018 Department Directors' and Customer Surveys**



CDM assisted Homeless Services and Veterans Services & Consumer Affairs in planning and executing a first-ever combined Veterans Day tribute and Operation: REVELLE event to end veteran homelessness. Here homeless veterans selected for Operation: REVELLE look over the locations of their new, permanent homes and learn about the system of care set in place to assist them in achieving housing stability.

**On PR Production's Customer Service**

The board and membership of TRAC really appreciate the attention and exposure offered by the write-up - Thank you! ~ Citizen response

**On CDM Public Relations Specialists**

Andrea follows through on commitments, communicates clearly, and offers advice when needed. She has worked to ensure that we feel supported and has made herself readily available. ~ Library Services

**On CDM Public Relations Specialists**

Our strategist has worked with promotional communication for our department this past year. We really liked the social media promotion and having our service promoted on Twitter and Facebook and hope we can continue to grow and develop the promotion of our service. ~ Development Services

**CDM Senior Leadership Team**

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