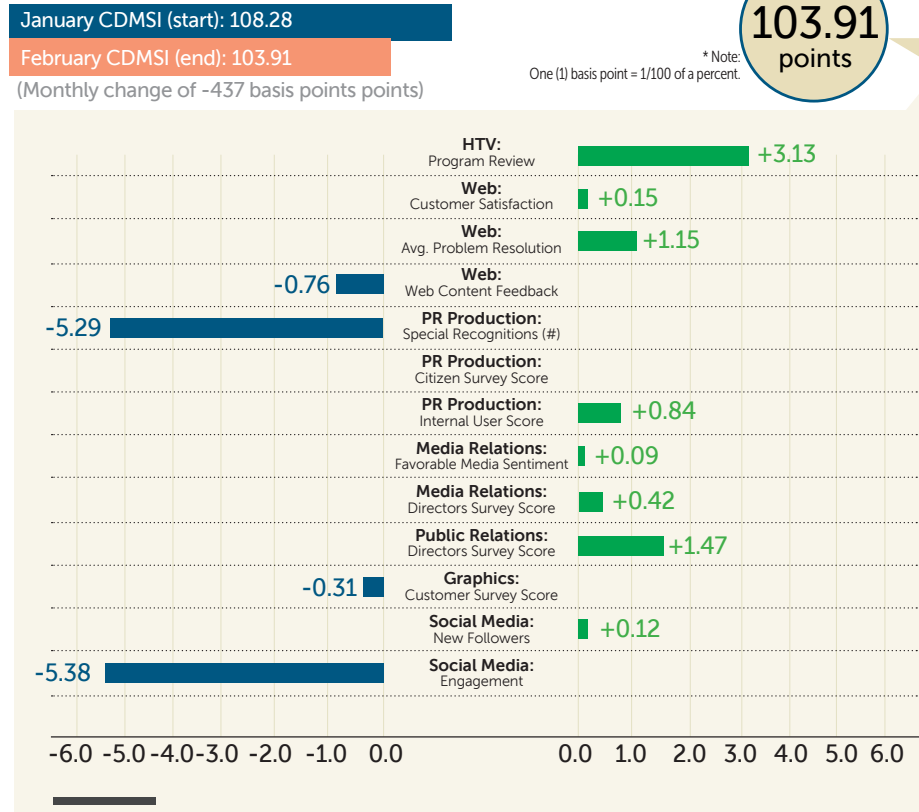




Index Shows Consistent, Favorable Service Levels into 2019

The Communications & Digital Media Customer Service Index (CDMSI) slipped 437 basis points in February, closing at 103.91. While down from January, this score implies that overall customer service efforts are still running +3.91% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. During February, 10 of 13 customer service indicators met or exceeded their monthly targets. Relative to their goals, the top three indicators for February were: Web Services average problem resolution time; Media Relations director surveys; and Public Relations director surveys. The more stable CDMSI-MA3 three-month moving average closed February at 104.47, suggesting that customer service delivery is consistently at a high level over the short run.

What impacted the index?

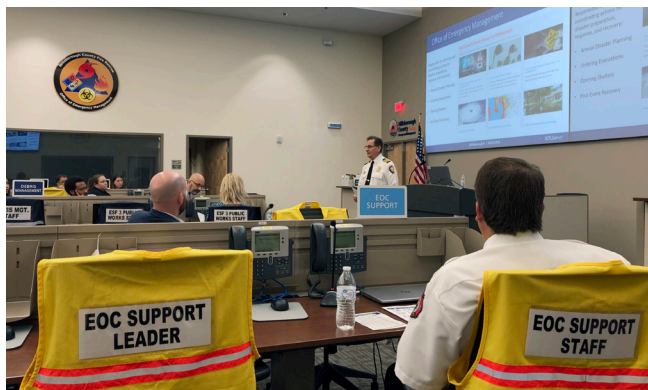


In this latest period, the CDMSI decreased -437 basis points, falling from 108.28 to 103.91. The chart illustrates the net effect each of the 13 service indicators had on the index from one month to the next. While some indicators had a negative impact on the month, this does not necessarily mean they 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



In advance of hurricane season, CDM hosted the Hillsborough County Joint Information Center Meet-and-Greet at the Public Safety Operations Complex (PSOC). The event gave ESF-14 personnel a chance to tour, network, and learn about emergency operations from the experts at Hillsborough County.

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>	Feb	78	84.9	70.1	87.5	84.5	0.5%
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>	Feb	< 8 hrs.	4.1	6.3	8.2	5.5	-25.5%
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>	Feb	25	20	42	18	23	-13.0%
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>	Feb	100.0%	100.0%	97.0%	100.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Feb	80%	83.2%	91.3%	91.9%	83.4%	-0.2%
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>	Feb	4.75	5.00	5.00	4.82	5.00	0.0%
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>	Feb	4.75	5.00	4.50	4.75	5.00	0.0%
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>	Feb	85%	90.5%	88.0%	79.5%	92.0%	-1.6%
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>	Feb	4.50	5.00	4.75	5.00	4.80	4.2%
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>	Feb	4.50	5.00	4.60	5.00	4.67	7.1%
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>	Feb	4.00	4.80	5.00	4.50	4.57	5.0%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Feb	1,250	1,075	1,025	927	2,220	-51.6%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Feb	20,000	11,720	27,093	13,424	19,178	-38.9%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Feb	≥ 100.0	103.91	108.28	101.94	113.61	-8.5%
CSSSI-MA3 b)	Feb	≥ 100.0	104.47	103.38	103.05	109.62	-4.7%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Dec	≥ 100.0	99.30	104.62	108.69	101.22	-1.9%

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 February 2019 Department Directors' and Customer Surveys



CDM helped to promote the Affordable Housing Forum. More than 200 residents attended this important public meeting and took part in group discussions that covered topics such as where affordable housing is most needed and what type of housing should be targeted for investment.

CDM Senior Leadership Team

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

On CDM Graphics Support

Outstanding graphics and photographs. Easy to read. Very professional looking.
~ Medical Examiner

On CDM Public Relations Specialists

I have a great relationship with Megan and Todd. They are responsive and provide relevant feedback and guidance for our team.
~ Affordable Housing

On CDM Media Relations Specialists

Have been impressed with his efforts to increase the reach of the County, and the utilization of OLA staff in communicating with diverse constituencies.
~ Operations and Legislative Affairs