

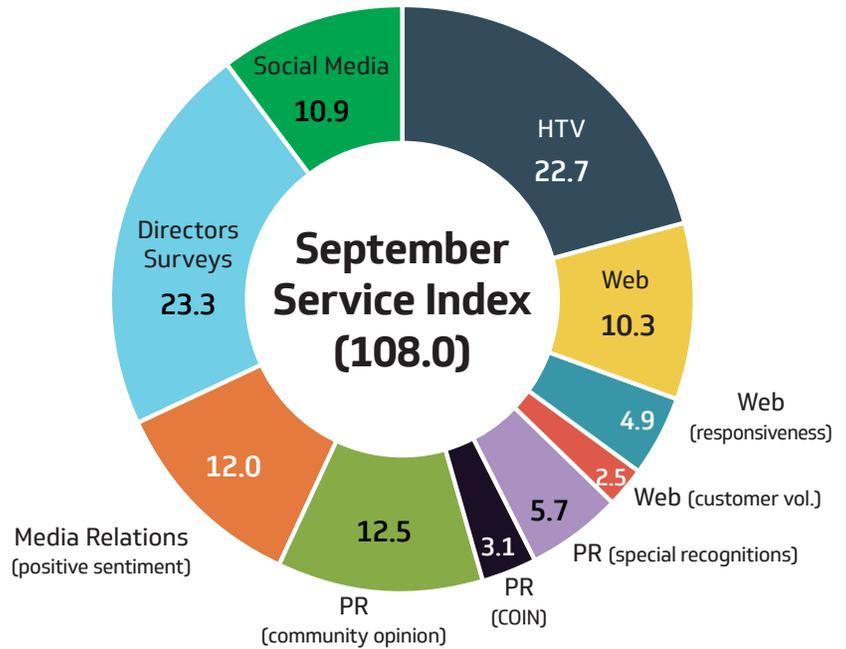


# Index Shows Service Delivery Slowed in September

September 2016

Due mainly to a single customer service measurement that can easily have month-over-month swings (special recognitions made by the County, a largely non-controllable metric), the CDMSI dipped to 108.0 for September from 120.7 in August. For the month of September: 3 of 10 indicators that comprise the index improved; 5 of 10 declined; and 2 were unchanged. This was the first month this year that CDM has experienced a month-over-month slip in the CDMSI.

The index's three-month moving average, CDMSI-MA3, decreased to 112.7 in September from 116.9 in August. While lower, the CDMSI-MA3 indicates that customer service delivery by the Department is still well above combined goals by double digits.

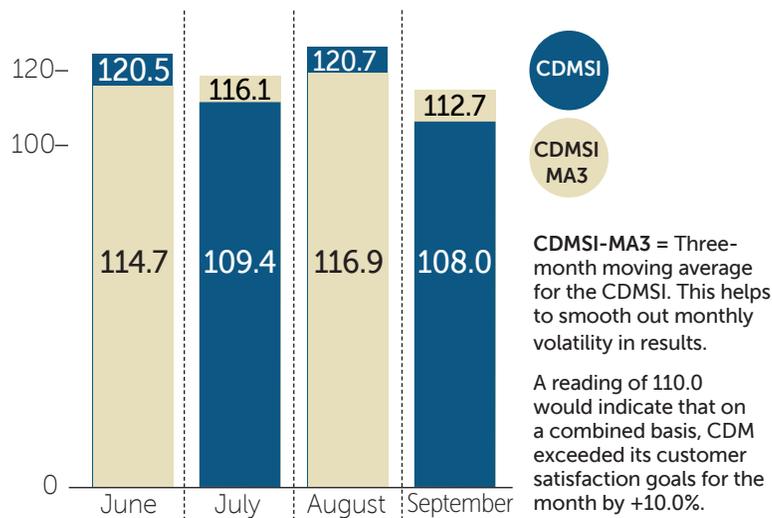


➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, HTV programming quality added 22.7 points to the September '16 CDMSI of 108.0 points - See table on page 2.

### What is the CDM Service Index?

The index is a weighted average of 10 individual indicators from CDM's four sections: HTV; Digital Engagement (Web services); Public Relations Production; and Public Relations & Marketing. The individual customer service indicators are displayed in the table below. 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 nine CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all nine indicators are exact-to-goal. Seldom will all 10 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.

### CDMSI and CDMSI-MA3 for the Latest Four Months



### Why are there two index values?

Each month, we provide a monthly index and its three-month moving average. The three-month moving average offers a more consistent picture of CDM's overall customer satisfaction.

### 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.

# Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	3/16	4/16	5/16	6/16	7/16	8/16
<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: <i>Francesco Alessi - HTV Manager.</i>	.200	61.0	61.5	63.3	56.9	65.7	63.7	69.1
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.100	97%	96%	100%	100%	100%	100%	100%
<b>Web: 1st reply resolution</b> Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.050	79%	78%	79%	84%	77%	75%	78%
<b>Web: Total customers served</b> Total number of unique Web requests/questions received by the department. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.025	66	78	79	84	83	77	67
<b>PR Prod: Special recognitions</b> *Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives, such as commendations, proclamations, congratulatory letters and Eagle Scouts. Source: <i>Tim Davison - PR Production Manager.</i>	.100	25	30	49	62	19	44	14
<b>PR Prod: COIN Announcements</b> Number of COIN News items sent to employees for the month. Source: <i>Tim Davison - PR Production Manager.</i>	.025	20	19	17	20	21	34	25
<b>PR Prod: Community Surveys</b> Average score on a 1 to 5 scale based on feedback from citizens who are the award contact. Source: Monthly PR Production customer surveys sent electronically to citizen contacts (introduced July 2016). Source: <i>Tim Davison - PR Production Manager.</i>	.100	4.0	---	---	---	5.00	5.00	5.00
<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: <i>Tim Davison - PR Production Manager.</i>	.100	75%	79%	87%	78%	78%	81%	90%
<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 (introduced June 2016).	.200	4.0	---	---	4.58	4.67	4.75	4.67
<b>Social Media: Composite Index (3)</b> Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). Source: <i>Shaun Metzger - Social Media Strategist.</i>	.100	100.0	103.0	98.9	145.6	128.9	125.9	109.3

**Notes:**

- a) Weights used when calculating the composite score for the monthly CDMSI by service indicator.
- b) Figures represent either a goal or a baseline based on median monthly results over a recent period of consecutive months.

## Comments from the September 2016 Department Directors' Surveys



Hillsborough County's 2016 Community Action Board Scholarship Ceremony.

The initial outreach of our campaign was to promote programs and encourage participation/application. After the two summer events, ceremonies were held for youth. Communications assisted with the PowerPoint, messaging, HTV coverage, etc. One hundred percent (100%) of our target was met. ~ *Social Services*

Communications & Digital Media has been supportive and attentive to the needs of Children's Services. Your creativity in each of our products is considered to be exceptional. ~ *Children's Services*

Public Relations is a very professional team that offers valid information aligning with County guidelines. We are always glad for this support. ~ *Head Start/Early Start*

### CDM Senior Leadership Team

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

## In the Spotlight

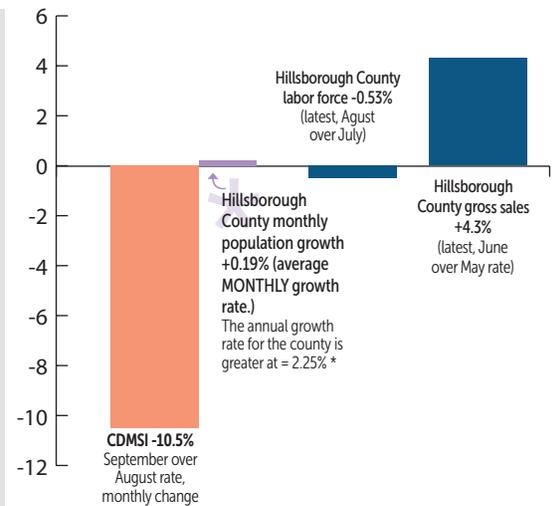


From left: Todd Pratt, Tim Davison, Peter Balaskas

The PR Production team recently drafted their 300th special recognition on behalf of the Board of County Commissioners, a year-over-year record that shows increased productivity and commitment to customer service. Surveys of customers who have received special recognitions such as proclamations and commendations indicate 100% satisfaction with the quality of writing, editing, and other services provided by the PR Production team.

### The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the CDMSI with several other popular local and national level yardsticks. As noted above, the CDMSI did retreat -10.5% in September, but still remains +8.0 points above the 100.0 target threshold (108.0 reading for the month). By comparison, the latest figures for the county also show a dip in labor force participation of -0.53% (FL Dept. of Economic Opportunity) while gross sales are up +4.3% (FL Dept. of Revenue).



\* All of the comparative figures above are month-over-month except in the case of labor productivity, quarterly (closest available, acceptable here)

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