



April 2017

+1.03 points

# Index Shows Customer Service Up Over 1% From Prior Month

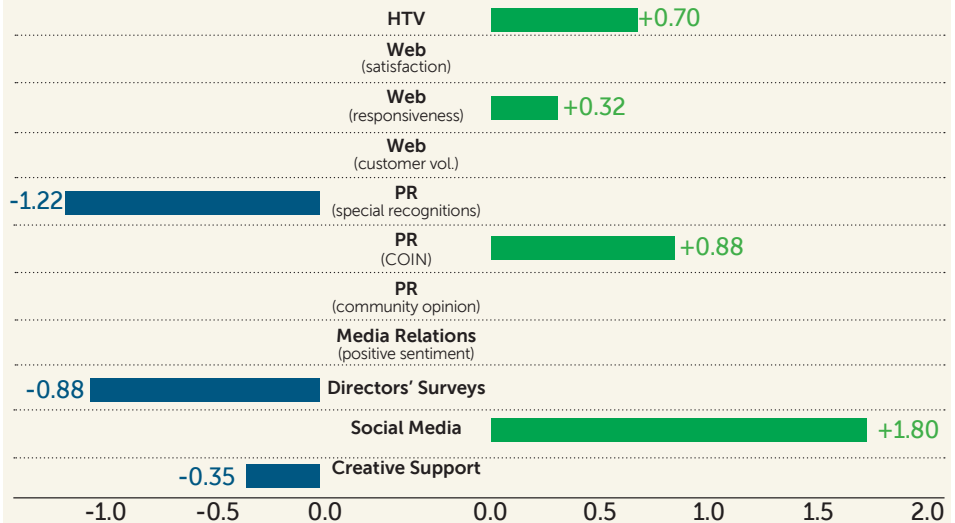
The Communications & Digital Media department's Service Index (CDMSI) closed out April with a score of 110.51, up +0.92% from March. While the department's 11 service indicators always move in their own directions every month, each achieved 91% of their respective goals or better for this period. The three biggest point contributors to the CDMSI for the month were in order of contribution: HTV (+20.26 points), the department directors' survey responses (+15.03 points), and favorable media sentiment (+11.87 points).

The CDMSI-MA3 presently stands at 110.62 meaning that over the short-run (the most recent 3-month period), customer service delivery on behalf of the whole of CDM is running +10.62% better than expectations.

April Service Index 110.51

March Service Index 109.48

## What impacted the index?



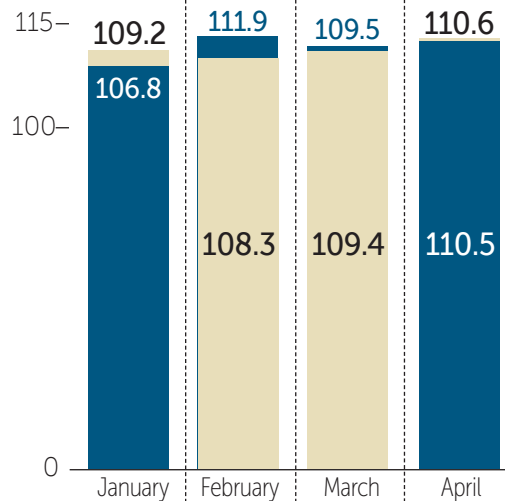
- These are the most significant changes. Rounding accounts for discrepancy in points total.

The chart explains how the CDMSI fell or rose +/- from the prior month in points. The CDMSI rose by +1.03 points this past month closing at 110.51. The chart illustrates how the index was impacted by each CDM customer service indicator. The biggest contributor to growth for the period was social media adding +1.80 points to the month-over-month gain before the other service indicators came into play.

### What is the CDM Service Index?

The index is a weighted average of 11 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 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 11 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 11 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



CDMSI-MA3 = Three-month moving average for the CDMSI. This helps to smooth out monthly volatility in results.

\* Please note that the monthly service level targets were raised for four of 11 indicators during December. The figures illustrate the revised CDMSI scores using these higher goals for comparative purposes.

### 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)	10/16	11/16	12/16	1/17	2/17	3/17
<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. <i>Source: Francesco Alessi - HTV Manager.</i>	.165	61.0	68.4	66.7	65.8	69.7	72.3	74.9
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.100	97%	100%	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. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.050	79%	73%	77%	76%	82%	77%	82%
<b>Web: Total customers served</b> Total number of unique Web requests/questions received by the department. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.025	66	131	130	120	88	128	157
<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. <i>Source: Tim Davison - PR Production Manager.</i>	.100	25	50	15	17	43	29	26
<b>PR Prod: COIN Announcements</b> Number of COIN News items sent to employees for the month. <i>Source: Tim Davison - PR Production Manager.</i>	.025	20	46	29	36	20	22	29
<b>PR Prod: Community Surveys</b> Average score on a 1 to 5 scale based on feedback from citizens who are the award contact. <i>Source: Monthly PR Production customer surveys sent electronically to citizen contacts (introduced July 2016). Source: Tim Davison - PR Production Manager.</i>	.100	4.50	5.00	5.00	5.00	4.71	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). <i>Source: Tim Davison - PR Production Manager.</i>	.100	75%	91%	88%	89%	89%	89%	89%
<b>Public Relations: Dept. Director surveys</b> 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>	.165	4.50	3.50	4.83	4.40	4.40	4.40	4.10
<b>Graphics Support: Creativity</b> <i>Source: Monthly CDM customer surveys sent electronically to random department managers</i>	.07	4.00	3.83	4.50	4.33	4.40	4.40	4.20
<b>Social Media: Composite Index</b> Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	.100	100.0	117.9	111.6	119.6	105.1	95.9	114.0

### 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.
- c) Individual measurement service indexes are capped at 150.0 points to prevent runaway scores.

## Comments from the April 2017 Department Directors' Surveys



Entrepreneurs and startups engaged with a panel of tech-focused experts during Economic Development's Trep Talks at the ECC, as part of National Entrepreneurship Week. Communications staff was instrumental in increasing attendance for these valuable workshops.

Flyers were updated to show a more positive yet realistic image and proved vital in our outreach campaign. Couldn't ask for more from our Public Relations Strategist. ~ *Rapid Response*

Our Public Relations Strategist suggested a rack card might be a better choice than the brochure. We went with the two-sided rack card. I am pleased with the choice of the rack card and format used.

~ *9-1-1 Agency*

The creative support we received was very nice!

~ *Economic Development*

### CDM Senior Leadership Team

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

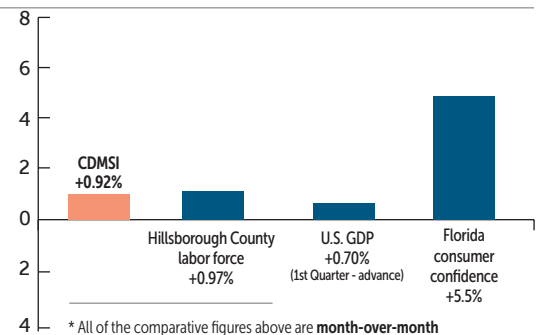
## In the Spotlight



Communications & Digital Media Public Relations Strategist Megan Danner (bottom row, third from the right) was recognized with an Employee Challenge Award during this month's Board of County Commissioners Quarterly Awards ceremony. Megan was one of a select few employees who were awarded for outstanding service to the residents of Hillsborough County and for their commitment to excellence in their roles.

### The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the CDMSI with established local and national level yardsticks.



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