

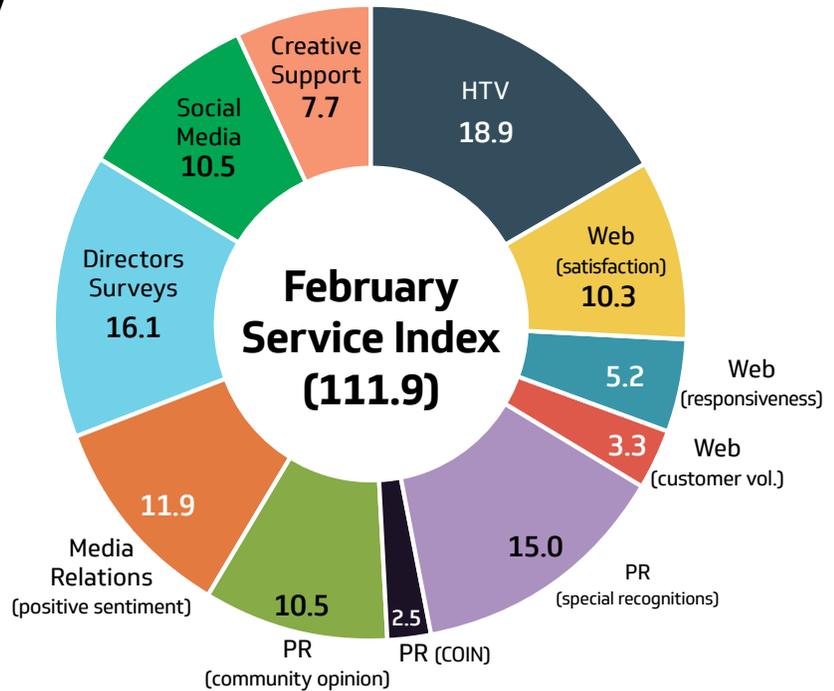


February 2017

Index shows early 2017 gains in customer service delivery

The Communications & Digital Media department's Service Index (CDMSI) for February 2017 jumped +4.8% from January, closing the month at 111.9. Of the department's 11 individual customer service indicators, four improved, four declined, and three were unchanged versus the prior month. Two "productivity" group service indicators drove up the CDMSI: special recognitions made to community members, and HTV's overall program review score. The former of these two indicators experienced a +59% gain from the same period one year ago and was up +150% month-over-month. (The CDMSI adjusts for large month-over-month swings.) For the month, all 11 indicators were at 97.8% of goal or better. February was the department's best month since November 2016 with respect to its customer service efforts.

The index's three-month moving average, CDMSI-MA3, stands at 108.3. This indicates that over the long-run, customer service delivery by CDM is running +8.3% better than expected.

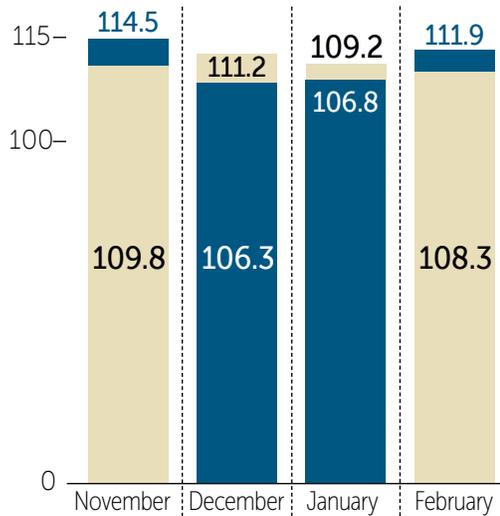


➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, HTV programming quality added 18.9 points to the February '17 CDMSI of 111.9 points. – See table on page 2.

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 **CDMSI MA3**
 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)	8/16	9/16	10/16	11/16	12/16	1/17
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>	.165	61.0	69.1	74.3	68.4	66.7	65.8	69.7
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>	.100	97%	100%	98%	100%	100%	100%	100%
Web: 1st reply resolution 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%	78%	79%	73%	77%	76%	82%
Web: Total customers served Total number of unique Web requests/questions received by the department. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.025	66	67	236	131	130	120	88
PR Prod: Special recognitions 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	14	28	50	15	17	43
PR Prod: COIN Announcements Number of COIN News items sent to employees for the month. <i>Source: Tim Davison - PR Production Manager.</i>	.025	20	25	17	46	29	36	20
PR Prod: Community Surveys 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	5.00	5.00	4.71
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>	.100	75%	90%	86%	91%	88%	89%	89%
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>	.165	4.50	4.67	4.80	3.50	4.83	4.40	4.40
Public Relations: Creativity	.07	4.00	---	4.60	3.83	4.50	4.33	4.40
Social Media: Composite Index 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	109.3	146.7	117.9	111.6	119.6	105.1

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 February 2017 Department Directors' Surveys



Stakeholders held a groundbreaking for the new \$9.2 million University Area Community Library – soon to be the 27th in the Tampa-Hillsborough County Public Library system. When construction is complete this fall, the facility will also serve as the media center for neighboring Muller Elementary Magnet School.

The groundbreaking event had a large attendance and was very well received. The Communications team crafted a nice video of the event which we were then able to use on our social media to great customer response. ~ Library Services

The project was needed quickly to meet unexpected newspaper deadlines. Both the advertising literature and associated email flyer was handled quickly. ~ Social Services

They always aim to give us what we want and need and if they don't deliver the first time around, they always do the second time. ~ Customer Service & Support

CDM Senior Leadership Team

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

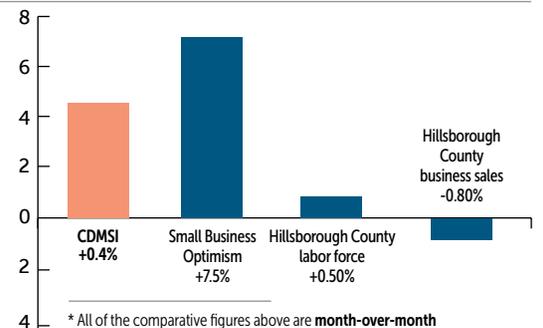
In the Spotlight



HTV recently partnered with Parks & Recreation on a video to promote the Hiking Spree event. *Lord of the Rings* was the inspiration for Producer Kevin Hoag as he directed more than a dozen volunteers. HTV peppered Medard Park with cameras, lights, and crew. When the dust settled, five days of post-production began. The effort paid off as the video has proved to be one of the most popular on our social media platforms. You can view the [video](#) on the Hillsborough County YouTube Channel.

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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