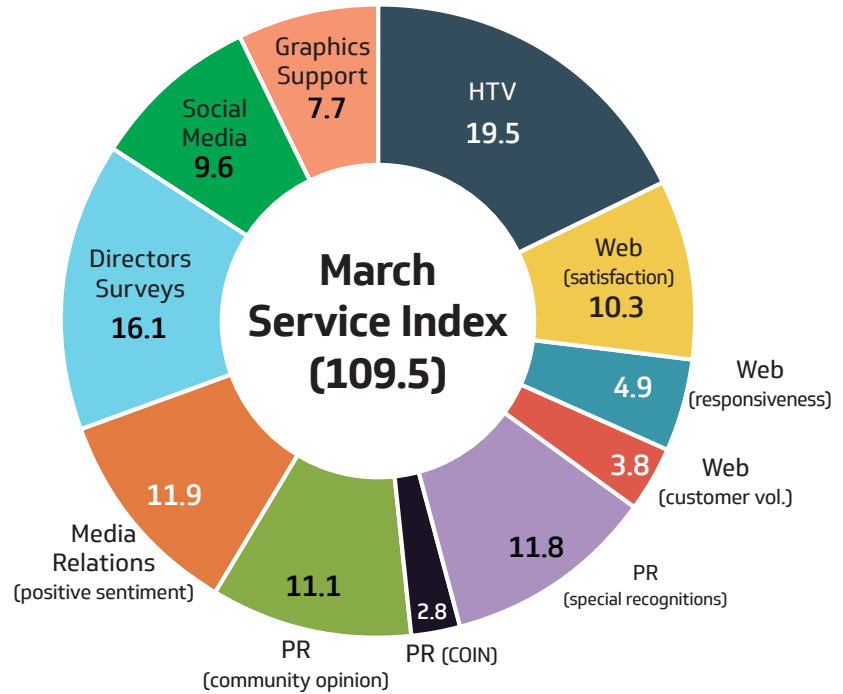




# Index shows customer service efforts on track

The Communications & Digital Media department's Service Index (CDMSI) was 109.5 in March, down from 111.9 in February. While the CDMSI dipped month-over-month, a score of 109.5 is at the top of the 90.0 to 110.0 target range, indicating that the combined customer service efforts exceeded goals for this latest month. The top-performing service indicator was the HTV program rating performance, which led both in its overall contribution to the CDMSI and in its month-over-month improvement compared to the other 10 CDM service indicators. The CDMSI will be going through an annual review in the coming weeks, including analysis of service indicator components, its relative weightings, and monthly benchmarks.

The index's three-month moving average, CDMSI-MA3, currently stands at 109.4. This indicates that over the long-run, customer service delivery by CDM is consistently running 9.4% better than expected.

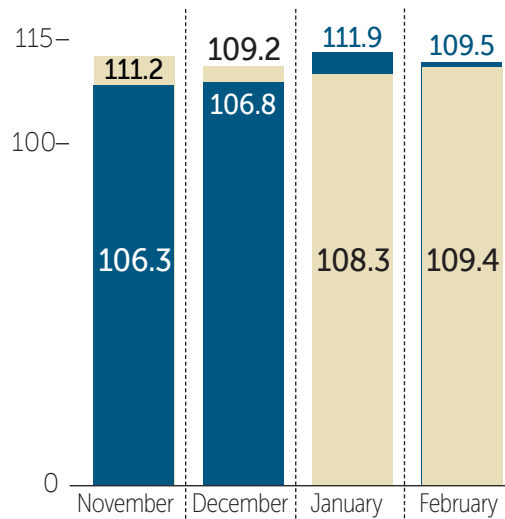


► **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, media sentiment added 11.9 points to the March '17 CDMSI of 109.5 points. – See table on page 2.

### 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)	9/16	10/16	11/16	12/16	1/17	2/17
<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	74.3	68.4	66.7	65.8	69.7	72.3
<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%	98%	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%	79%	73%	77%	76%	82%	77%
<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	236	131	130	120	88	128
<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	28	50	15	17	43	29
<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	17	46	29	36	20	22
<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	5.00	4.71	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%	86%	91%	88%	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	4.80	3.50	4.83	4.40	4.40	4.40
<b>Graphics Support: Creativity</b> <i>Source: Monthly CDM customer surveys sent electronically to random department managers</i>	.07	4.00	4.60	3.83	4.50	4.33	4.40	4.40
<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	146.7	117.9	111.6	119.6	105.1	95.9

### 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 March 2017 Department Directors' Surveys



Kids will learn, play, and grow at the always fun Hillsborough County Parks & Recreation Summer Camps. Arts and crafts, sports, and other recreational activities keep kids entertained and physically active during their summer break from school.

The collateral that was prepared for the event was really good. The creativity and quality of the signage and video was such that it captured the essence of the delivery of our message to the public on the PIT Count. They were able to balance the public and private partnerships that we have in regard to this event. ~ Homeless Services

The support has been fantastic and I really appreciate the availability of the team at all hours of the day (nights and weekends!) ~ Public Utilities

Goal was to solicit and receive public input. The meeting was well attended, and we received very positive feedback. ~ Real Estate & Facilities

### CDM Senior Leadership Team

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

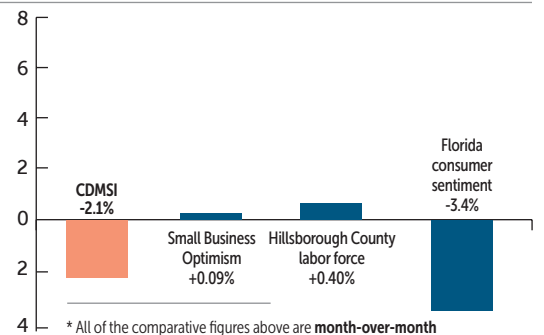
## In the Spotlight



Members of the Communications & Digital Media team partnered with Hillsborough County Fire Rescue to plan the grand opening of the Public Safety Operations Complex (PSOC). More than 400 people attended the event, including Commissioners, state dignitaries and community partners. The 52,000-square-foot main building houses Fire Rescue's command staff and the high-tech Emergency Operations Center, the heart of the County's response to residents during major storms and other emergencies.

### 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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