



## Index Shows Customer Service Efforts Continuing at High Level

The Communications & Digital Media Service Index (CDMSI) for December closed at 110.30 which represents a small dip of -0.58% from the prior month. A score of 100.0 is the baseline for the index. This means that after factoring in the weights assigned to the department's 14 individual indicators that measure service, overall customer service delivery is exact-to-plan when right at the 100.0 level. However, this month's 110.30 result infers customer service efforts are running +10.30% better than expectations.

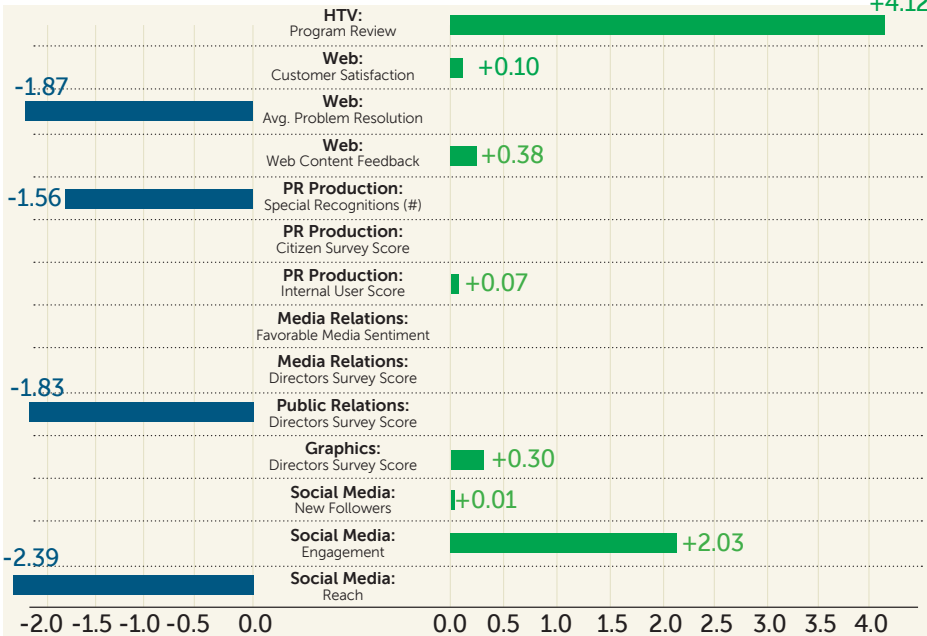
For the month, 11 of 14 customer service indicators met or exceeded their goals. The top three customer service indicators vs. their goals for the month were: 1) social media engagement (44,189); 2) favorable media sentiment (96%); and 3) special recognitions prepared by PR Production (31 events).

When looking at the department's customer service efforts over the short run, we use the CDMSI-MA3, the index's three-month moving average. The CDMSI-MA3 presently stands at 112.18, implying that into late autumn customer service delivery has been +12.18% ahead of plan.

### What impacted the index?

Dec. CDMSI (end): 110.30  
Nov. CDMSI (start): 110.94  
(Monthly change of -0.64 points)

Dec. CDMSI **110.30** points  
\* Note: One (1) basis point = 1/100 of a percent. +4.12



In the latest period, the CDMSI dipped 0.64 basis points, from 110.94 to 110.30. The chart illustrates the net effect each of the 14 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. For example, the average time needed by Web Services to resolve a reported issue jumped to 7.4 hours in this latest month from only 5.5 hours in the prior month, which alone pulled the CDMSI back 187 basis points. However, the goal is 8.0 hours or less for resolution, which means the department is still providing excellent service to customers.

#### What is the CDM Service Index?

The index is a weighted average of 15 individual indicators from CDM's six segments: HTV; Web services; 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 15 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 15 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



CDM spearheaded efforts for holiday giving, placing donation ideas for children, families, pets, and seniors on this festive lobby tree, and then collecting the donated gifts from generous employees. Additionally, CDM adopted a family from Moffitt Cancer Center and presented them with a sizeable donation to make their burden a bit lighter during the holidays.

#### 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	Preceding Period	Year Ago	Year Over Year % Chg
<b>Efficiency Indicators</b>						
<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>	Nov	61.0	81.7	78.0	66.7	+22.5%
<b>Web: Average Problem Resolution time</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>	Nov	< 8 hrs.	7.4	5.5	NA a)	---
<b>PR Production: Special recognitions</b> 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>	Nov	25	31	40	15	+106.7%
<b>Customer Feedback Indicators</b>						
<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>	Nov	100.0%	100.0%	98.0%	100.0%	N/C
<b>Web: Web page content feedback</b> Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Nov	75.0%	83.1%	79.3%	NA a)	---
<b>PR Production: Community Survey</b> 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>	Dec	4.50	5.00	5.00	5.00	N/C
<b>PR Production: Internal User Survey</b> Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. <i>Source: Tim Davison - PR Production Manager.</i>	Dec	4.50	4.71	4.67	NA a)	---
<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>	Nov	75.0%	96.0%	96.0%	88.0%	+9.1%
<b>Media 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>	Dec	4.50	4.75	4.75	NA a)	---
<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>	Dec	4.50	4.00	4.50	3.50	+14.3%
<b>Graphics: Creativity</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>	Dec	4.00	4.50	4.33	4.50	N/C
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Nov	2,250	1,494	1,485	1,801	-17.0%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Nov	15,342	44,189	16,788	29,632	+49.1%
<b>Social Media: Reach</b> User reach across multiple platforms. <i>Source: Social Media Strategist.</i>	Nov	800,000	440,634	1,077,478	492,547	-10.5%
<b>Composite Indexes</b>						
<b>Communications &amp; Digital Media Service Index (CDMSI) b)</b>	Nov	≥ 100.0	110.30	110.94	NA c)	---
<b>CSSSI-MA3 d)</b>	Nov	≥ 100.0	112.18	111.71	NA c)	---
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes e)	Oct	≥ 100.0	102.40	98.56	102.48	-0.10%

**Notes:**

- a) Did not begin reporting this customer service measurement until April 2017.
- b) A contemporaneous figure that collapses all of the most recent monthly results from the department's 14 measures of customer service delivery using relative weights of importance into a single value.
- c) Not comparable with one year ago due to several strategic changes in the CDMSI during March 2017.

d) 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.

e) 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 December 2017 Department Directors' and Customer Surveys



CDM's yearlong messaging to assist Public Works in the prevention of mosquito breeding, included a hilarious and effective [HTV-produced video](#) where staff portrayed mosquitoes at their morning briefing.

### On Graphics Support

Graphics support for mosquito control, recycling, and hurricane response was very helpful in delivering the message. We will need to continue to work on the Capital Improvement Program.

~ Public Works

### On CDM Public Relations Specialists

The HSD PR strategist is doing a great job. She is professional in her delivery of services.

~ Homeless Services

### On CDM Media Relations Specialists

Our media relations specialist works with our team when contacted by the media. She recognizes potentially sensitive items, and assists to formulate the appropriate response.

~ Public Works

## CDM Senior Leadership Team

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

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