



Index Points to High Service Levels for August

The Communications & Digital Media Customer Service Index (CDMSI) for August bounced back +5.41%, closing the month at 105.13 points. This implies that customer service efforts ran +5.13% better than planned for the month. The rapid recovery is especially significant as it came just a month after breaking news cut into media sentiment scores, and the Public Relations-Production team set a more challenging goal set for citizen survey responses. Compared to a year ago, five customer service indicators improved, five declined, and three were unchanged. The three-month moving average (CDMSI-MA3) currently stands at 104.89, in the middle of the target 100.0 to 110.0 range, suggesting CDM customer service efforts are in very favorable territory and stable.

What impacted the index?

July CDMSI (start): 99.73

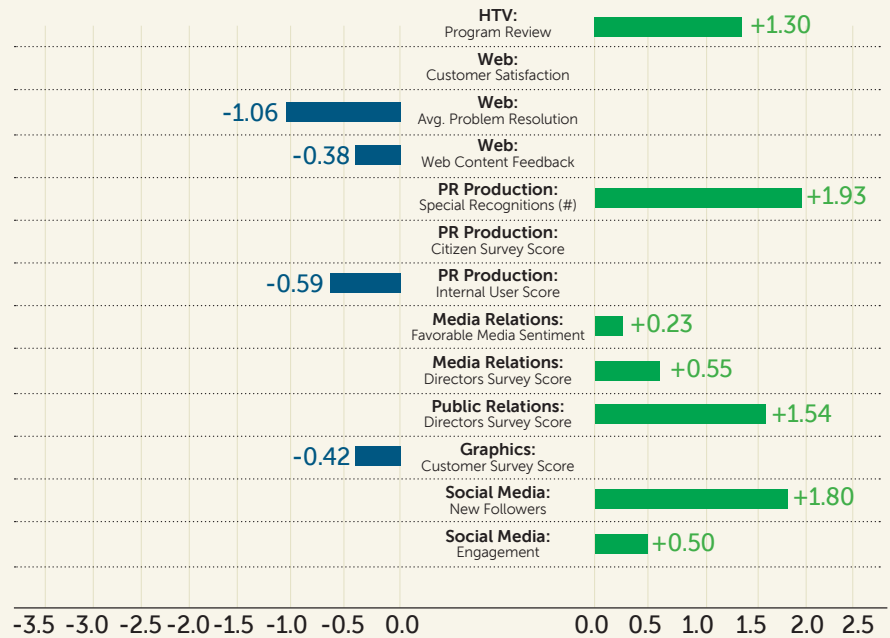
August CDMSI (end): 105.13

(Monthly change of +5.40 points)

August CDMSI

105.13 points

* Note: One (1) basis point = 1/100 of a percent.



In this latest period, the CDMSI increased 540 basis points, rising from 99.73 to 105.13. The chart illustrates the net effect each of the 13 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.

What is the CDM Service Index?

The index is a weighted average of 13 individual indicators from CDM's six sections: HTV; Digital Engagement; 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 13 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all 13 indicators are exact-to-goal. Seldom will all 13 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

Hillsborough County paid homage to its area code on August 13 with an ultimate #813Day bus tour. Social influencers, along with CDM, hit the road to discover Hillsborough County's hidden gems and delightful destinations. The tour kicked off at ZooTampa at Lowry Park with behind-the-scenes animal encounters, and a look at ZooTampa's brand new Roaring Springs expansion. Next up was a walking tour of the 813's best photo spots at Lettuce Lake Park in Temple Terrace. The day ended on a sweet note with a special treat at Revolution Ice Cream to get the first taste of their custom-made, limited-edition 813 Day ice cream flavor: Café con Leche. The social campaign and experience was designed to engage local influencers and out-of-market media in showcasing what makes the 813 so unique.



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	Prior Month	Two Months Ago	Year Ago	Year Over Year % Chg
Efficiency Indicators							
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>	Aug	75.0	87.6	81.7	84.4	69.9	+25.3%
Web: Average Problem Resolution time 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>	Aug	< 8 hrs.	7.7	6.4	6.5	7.4	+4.1%
PR Production: Special recognitions 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>	Aug	25	27	19	17	36	-2.5%
Customer Feedback Indicators							
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>	Aug	100.0%	100.0%	100.0%	98%	100.0%	N/C
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Aug	75.0%	86.4%	90.1%	87.3%	83.6%	+3.3%
PR Production: Community Survey 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>	Aug	4.75	5.00	5.00	5.00	5.00	N/C
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. <i>Source: Tim Davison - PR Production Manager.</i>	Aug	4.50	4.50	4.83	5.00	4.71	-4.5%
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>	Aug	80.0%	86.0%	95.0%	95.0%	86.0%	N/C
Media 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>	Aug	4.50	5.00	4.33	5.00	4.33	+15.5%
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>	Aug	4.50	4.75	4.33	5.00	4.33	+9.7%
Graphics: Creativity Average score on a 1 to 5 scale based on feedback from County departments that have used graphic services during the month. <i>Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager.</i>	Aug	4.50	4.48	4.75	4.75	4.67	-4.1%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Aug	2,000	1,545	350	1,285	1,562	-1.1%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Aug	20,000	16,752	15,312	19,851	36,365	-53.9%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Aug	≥ 100.0	105.13	99.17	106.69	108.89	-3.5%
CSSSI-MA3 b)	Aug	≥ 100.0	103.85	104.34	106.77	104.89	-1.0%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	July	≥ 100.0	102.49	103.02	103.79	105.53	-2.8%

Notes:

a) A contemporaneous figure that collapses all of the most recent monthly results from the department's 13 measures of customer service delivery using relative weights of importance into a single value.

b) 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 by the staff.

c) 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 August 2018 Department Directors' and Customer Surveys

On CDM Public Relations Production Team

I am very pleased with the service received from Communications. They are always responsive and professional in their dealings with our department. ~ *Affordable Housing*

On CDM Media Relations Strategists

Kara possessed a rich and expansive knowledge of the political and media landscape that well-served the needs of our office. ~ *Operations & Legislative Affairs*

CDM promotes quarterly Affordable Housing Open Houses held throughout Hillsborough County. These events are successful in introducing residents to a host of helpful programs, services, and aid that are available to those in need of decent, affordable housing.



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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