



## Index Points to High-End Customer Service in February

Led by strength in both PR Production and Social Media, the Communications & Digital Media Service Index (CDMSI) for February closed at 111.93, up +8.33% from the prior month. Month-over-month, eight of the department's 13 service indicators improved, three declined, and two were unchanged. Twelve of the indicators achieved 98% of goal or better for February. The index's three month-moving average (CDMSI-MA3) increased to 108.52.

As part of continuous improvements to the CDMSI, the Graphics team's customer survey was sharpened to more specifically assess customers' experiences. In this initial survey, customers rated the Graphics team a perfect 5.0 on a 1.0 to 5.0 scale.

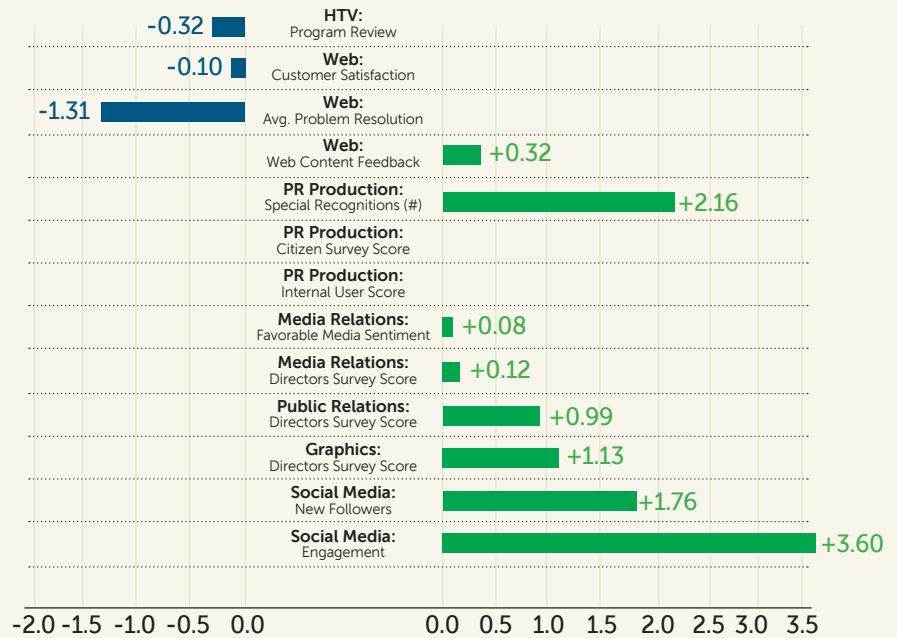
### What impacted the index?

Jan. CDMSI (end): 103.32  
Feb. CDMSI (start): 111.93  
(Monthly change of +8.61points)

Feb. CDMSI

111.93 points

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



In this latest period, the CDMSI surged 861 basis points, from 103.32 to 111.93. 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, this does not necessarily mean they finished below goal; it simply indicates that their performance was less in the most recent month.

### In the Spotlight



Hillsborough County is 'Snap' happy! In celebration of the County's birthday, the department launched Snapchat and took new followers on an adventure across the County. Follow along by snapping this code to see events, news, and fun.

### What is the CDM Service Index?

The index is a weighted average of 13 individual indicators from CDM's six sections: 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 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.

### 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
<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. Source: Francesco Alessi - HTV Manager.	Jan	61.0	84.4	85.6	81.7	69.7	+21.4%
<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. Source: Brian Roberts - Digital Engagement Manager.	Jan	< 8 hrs.	11.4	8.3	7.4	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. Source: Tim Davison - PR Production Manager.	Jan	25	25	16	31	43	-41.9%
<b>Customer Feedback Indicators</b>							
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	Jan	100.0%	98.0%	100.0%	100.0%	100.0%	-2.0%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Jan	75.0%	82.0%	78.8%	83.1%	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. Source: Tim Davison - PR Production Manager.	Feb	4.50	5.00	5.00	5.00	4.71	+6.2%
<b>PR Production: Internal User Survey</b> Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.	Feb	4.50	5.00	5.00	4.71	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). Source: Tim Davison - PR Production Manager.	Jan	75.0%	94.0%	92.0%	96.0%	89.0%	+5.6%
<b>Media Relations: Dept. Director surveys</b> Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.	Feb	4.50	4.67	4.60	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. Source: Monthly CDM customer surveys sent electronically to random department managers.	Feb	4.50	4.67	4.40	4.00	4.40	+6.1%
<b>Graphics: Creativity</b> Average score on a 1 to 5 scale based on feedback from County departments that have used graphic services during the month. Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager	Feb	4.00	5.00	4.25	4.50	4.40	+13.6%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Jan	2,000	2,134	959	1,494	2,151	-0.8%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Jan	20,000	23,127	12,837	44,189	50,330	-54.0%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) b)</b>	Feb	≥ 100.0	111.93	103.32	110.30	NA c)	---
<b>CSSSI-MA3 d)</b>	Feb	≥ 100.0	108.52	108.19	112.18	NA c)	---
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes e)	Dec	≥ 100.0	101.34	103.07	101.14	106.13	-4.5%

**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 13 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. The index's three-month moving average (CDMSII-MA3) provides a more consistent picture of customer service efforts by the staff.
- 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 February 2018 Department Directors' and Customer Surveys**



CDM assisted Conservation & Environmental Lands Management in getting the word out about the importance and benefits of prescribed fires, particularly following an active storm season. Media Relations' efforts resulted in three outlets covering this burn.

**On Graphics Support**

The PRS worked very well with us and was more than willing to make the changes that we wanted on the project! Design turned out great! I'm not a graphics designer so I completely rely on others to do it.  
~ Public Utilities

**On CDM Public Relations Specialists**

Over the past two months, my public relations strategist has been more than willing to work with us and drafted a work plan that is fluid pending the hiring of our Customer Engagement Coordinator.  
~ Procurement

**On CDM Media Relations Specialists**

Our media relations specialist is always thinking about the pros and cons of a particular communications strategy. Well-versed in dealing with the media. A pleasure to work with!  
~ Conservation & Environmental Lands Management

**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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