



Customer Service Index Eases Off in Latest Month

The Communications & Digital Media Service Index (CDMSI) retreated -1.27% for May, falling from 107.83 to 106.46. While this was the second month in a row that the index gave up ground, it is still well inside the desired 100.0 to 110.0 range. Moreover, the CDMSI-MA3 (3-month moving average) stands at a very healthy 109.30 level, indicating overall customer service efforts are progressing ahead of plan with summer approaching. Led by strength in a half-dozen customer service measurements, 10 of 13 achieved at least 90% of their goals for the month. In the spirit of continuous improvement, the goal for one indicator – the favorable media sentiment percentage – was raised to 80% this month.

What impacted the index?

Apr. CDMSI (start): 107.83

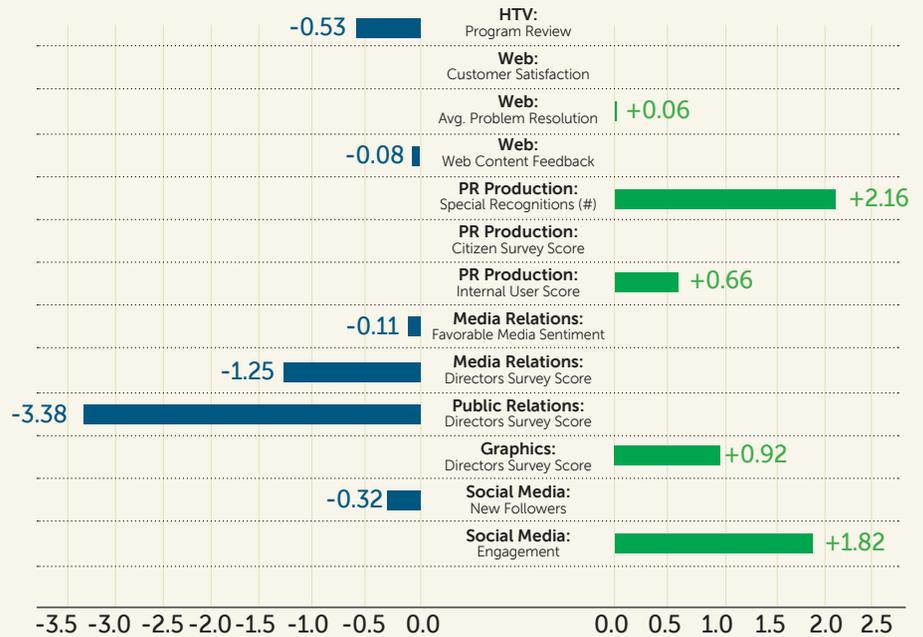
May CDMSI (end): 106.46

(Monthly change of -1.37 points)

May CDMSI

106.46 points

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



In the latest period, the CDMSI decreased -1.37 points, falling from 107.83 to 106.46. 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 in the most recent month.

In the Spotlight



Team Rampage celebrates its victory in CDM's first-ever, department-wide Jenga Tournament. The department came together to have fun and raise money for United Way. In just two hours, Jenga players raised \$276 for the organization.

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.

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>	Apr	75.0	85.4	87.8	84.5	65.4	+30.6%
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>	Apr	< 8 hrs.	8.4	8.5	5.5	9.3	-9.7%
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>	Apr	25	34	25	23	33	-3.0%
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>	Apr	100.0%	100.0%	100.0%	100%	100.0%	N/C
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Apr	75.0%	85.5%	86.3%	83.4%	80.6%	+6.1%
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>	May	4.50	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>	May	4.50	4.63	5.00	5.00	5.00	-7.4%
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>	Apr	80.0%	92.0%	89.0%	92.0%	89.0%	+3.4%
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>	May	4.50	4.00	4.75	4.80	4.58	-12.7%
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>	May	4.50	3.75	4.67	4.67	4.67	-19.7%
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>	May	4.50	4.92	4.33	4.57	3.40	+44.7%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Apr	2,000	1,374	1,589	2,220	1,872	-26.6%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Apr	20,000	38,400	24,791	19,178	32,219	+19.2%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	May	≥ 100.0	106.46	107.83	113.61	105.63	+0.8%
CSSSI-MA3 b)	May	≥ 100.0	109.30	111.12	109.62	109.34	N/C
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Feb	≥ 100.0	108.61	108.26	103.10	109.70	-1.0%

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 May 2018 Department Directors' and Customer Surveys



CDM helped promote the very successful Children's Services Community Fair, an event as entertaining as it was informative. Face painting was just one of the many activities that kept the kids smiling.

On Graphics Support

The team went above and beyond to work with us on a very time sensitive project. We met several times, which was incredibly helpful. ~Aging Services

On CDM Public Relations Specialists

County leadership, departmental and community involvement with media coverage was our goal. A 100% success rate was achieved on all measures. The team met and exceeded all our expectations. ~ Fire Rescue

On CDM Media Relations Specialists

Very professional. Looks for ways to carefully expose Sunshine Line's service without over exposure that would strain limited resources. ~ Sunshine Line

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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