



## Index Points to Steady Gains in Customer Service

For October, the Communications & Digital Media Service Index (CDMSI) increased +1.44%, closing the month at 107.29 points. This implies that customer service efforts are running +7.29% better than planned in this latest month. Readings above 100.0 indicate customer service efforts are expanding, while a number below 100.0 indicates contraction. Compared to one year ago, seven customer service indicators improved and six declined. The CDMSI-MA3 three-month moving average stands at 106.06. This is toward the upper end of the desired 100.0 to 110.0 point range, suggesting that customer service efforts are consistently strong.

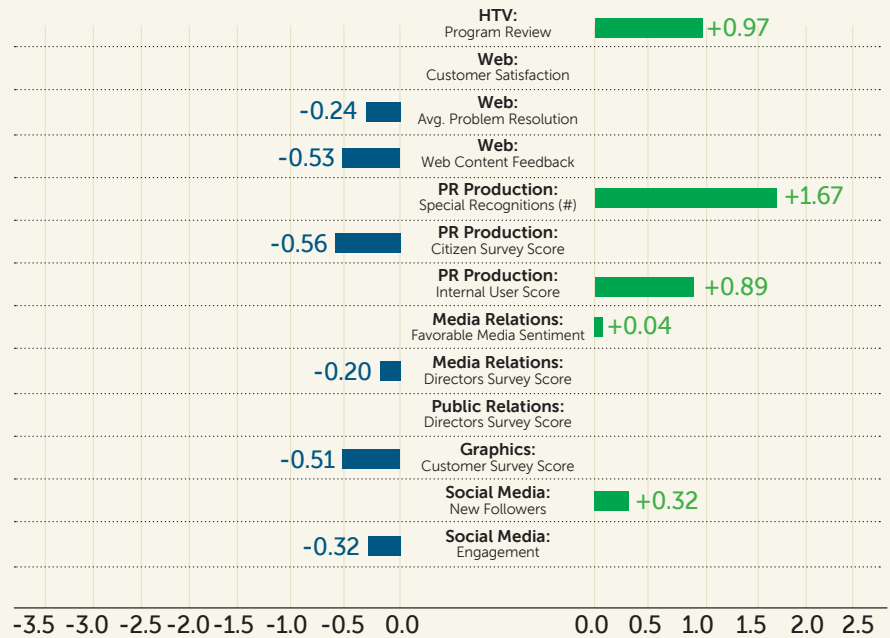
### What impacted the index?

September CDMSI (start): 105.76  
October CDMSI (end): 107.29  
(Monthly change of +1.53 points)

October CDMSI

107.29 points

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



In this latest period, the CDMSI increased 153 basis points, rising from 105.76 to 107.29. 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

Public Relations Strategist Elisabeth Azpeitia (center) and HTV Producer Scott Hunt (right) interview Real Estate & Facilities Director Josh Belotti (left) during the unveiling of the Hillsborough County Tournament Sportplex. All sections of CDM were instrumental in preparing and promoting this special event. The Sportsplex is a 65-acre facility that will be home to 15 fields configured to accommodate soccer, football, lacrosse, rugby, field hockey, and cricket.



### 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.	Oct	75.0	86.9	82.5	87.6	78.0	+11.4
<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.	Oct	< 8 hrs.	8.3	7.9	7.7	5.5	+50.9
<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.	Oct	25	37	30	27	40	-7.5%
<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.	Oct	100.0%	100.0%	100.0%	100%	98.0%	+2.0%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Oct	75.0%	81.1%	86.4%	79.3%	79.3%	+2.3%
<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.	Oct	4.75	4.67	5.00	5.00	5.00	-6.6%
<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.	Oct	4.50	5.00	4.50	4.67	4.67	+7.1%
<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.	Oct	80.0%	87.0%	86.0%	86.0%	96.0%	-9.4%
<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.	Oct	4.50	4.63	4.75	5.00	4.75	-2.5%
<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.	Oct	4.50	4.25	4.25	4.75	4.50	-5.6%
<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.	Oct	4.00	4.67	5.00	4.48	4.33	+7.9%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Oct	2,000	1,161	951	1,545	1,485	-21.8%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Oct	20,000	25,830	26,730	16,752	16,788	+53.9%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Oct	≥ 100.0	107.29	105.76	105.13	110.94	-3.3%
<b>CSSSI-MA3 b)</b>	Oct	≥ 100.0	106.06	103.54	103.85	111.71	-5.1%
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes c)	Sept	≥ 100.0	106.10	103.60	103.35	98.62	+7.6%

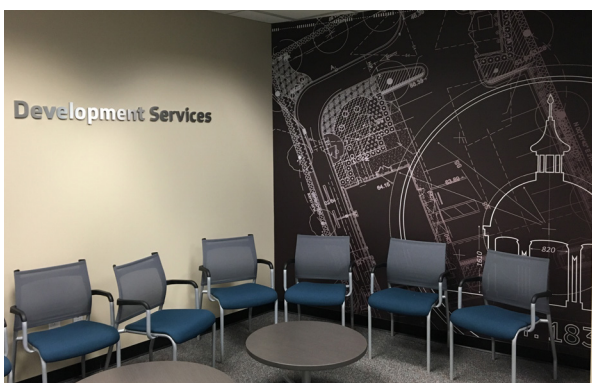
**Notes:**

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 October 2018 Department Directors' and Customer Surveys**



CDM assisted Development Services in planning and designing a welcoming entryway in their 20th floor lobby. The design combined the Hillsborough County logo with blueprint elements relevant to the department's line of business.

**On PR Production's Customer Service**

They were amazing!! So professional and the commendation was so well written!  
~ Citizen response

**On CDM Public Relations Specialists**

What has impressed me the most regarding our Public Relations Strategist is her unique way of knowing our audience and how to provide information which targets our children and families within the Head Start Program.  
~ Head Start

**On CDM Public Relations Specialists**

Team did an excellent job understanding our needs, preparing few alternatives, identifying printing contractor and delivering the final product. Also need to emphasize excellent level of communication during this process  
~ Development Services

**CDM Senior Leadership Team**

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