



Index Reveals a Fast Start to the New Year

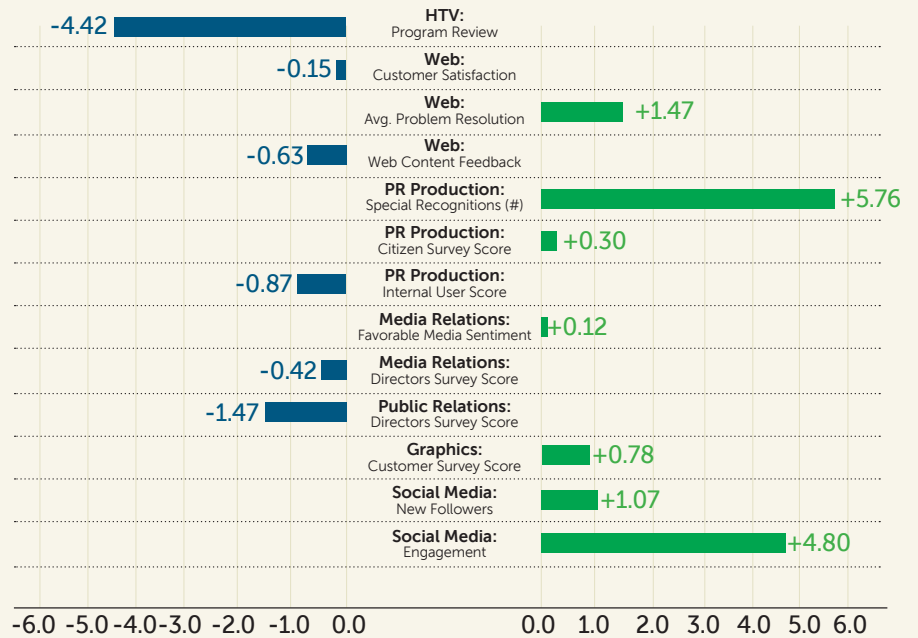
The Communications & Digital Media Service Index (CDMSI) for January rose +634 basis points to close at 108.28. This implies that overall customer service efforts are running +8.28% ahead of expectations. Five of the 13 indicators had their monthly customer service goals/benchmarks adjusted during January (see table). Of these five, four were raised. The one indicator that was adjusted downward was a social media metric, new followers, which has been impacted by external market conditions in 2018. While the 108.28 reading is near the top of the desired 100.0 to 110.0 point range, the 3-month moving average (CDMSI-MA3) provides a more accurate view of prevailing customer service efforts. It sits at 103.38, right in the target zone.

What impacted the index?

December CDMSI (start): 101.94
 January CDMSI (end): 108.28
 (Monthly change of +634 basis points)

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

108.28
 points



In this latest period, the CDMSI increased 634 basis points, rising from 101.94 to 108.28. 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



Cold weather shelters opened this year during a holiday weekend, creating a unique challenge for Homeless Services. The shelters needed volunteers immediately, and the volunteer coordinator is not a County employee. Public Relations Strategist Megan Danner (center) worked with the Web Content Coordinator Nicole Hutcheson (right) to quickly prepare a transparent sign-up link for potential volunteers. Social Media Strategist Domonic Botto (left) shared the link far and wide. CDM successfully recruited 72 last-minute volunteers, ensuring a critical service was available to some of the most vulnerable people in the community.

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. Source: Francesco Alessi - HTV Manager.	Jan	78 NEW	70.1	87.5	85.9	84.4	-16.9%
Web: Average Problem Resolution time 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.	6.3	8.2	5.5	11.4	-44.7%
PR Production: Special recognitions 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	42	18	22	25	68.0%
Customer Feedback Indicators							
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	Jan	100.0%	97.0%	100.0%	100.0%	98.0%	-1.0%
Web: Webpage content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Jan	80% NEW	91.3%	91.9%	86.1%	82.0%	11.3%
PR Production: Community Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager.	Jan	4.75	5.00	4.82	4.80	5.00	0.0%
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.	Jan	4.75 NEW	4.50	4.75	5.00	5.00	-10.0%
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). Source: Tim Davison - PR Production Manager.	Jan	85% NEW	88.0%	79.5%	95.0%	94.0%	-6.4%
Media Relations: Dept. Director surveys 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.	Jan	4.50	4.75	5.00	4.50	4.67	1.7%
Public Relations: Dept. Director surveys 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.	Jan	4.50	4.60	5.00	4.25	4.67	-1.5%
Graphics: Creativity 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.	Jan	4.00	5.00	4.50	4.67	5.00	0.0%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Jan	1,250 NEW	1,025	927	344	2,134	-52.0%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Jan	20,000	27,093	13,424	9,863	23,127	17.1%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Jan	≥ 100.0	108.28	101.94	99.91	111.93	-3.3%
CSSSI-MA3 b)	Jan	≥ 100.0	103.38	103.05	104.32	108.33	-4.6%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Dec	≥ 100.0	99.35	104.62	108.39	101.22	-1.8%

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 January 2019 Department Directors' and Customer Surveys

On CDM Graphics Support

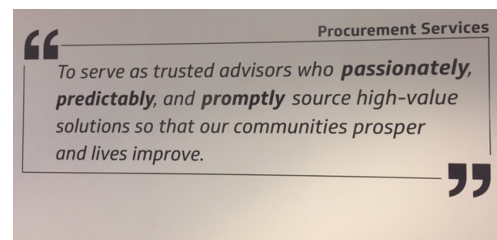
"Michael was fantastic to work with. He took the time to meet with us to discuss what our goal and vision were for the project. With little direction, he quickly created a design that met and exceeded our expectations. His recommendations for production were also spot on. We completed the project for less than half of what another signage company quoted us. We are very pleased with the experience, and grateful to the Communications and Design team for their assistance and expertise." ~Procurement Services

On CDM Public Relations Specialists

"Andrea has always provided valuable assistance to us in developing a public relations strategy together for our department. We work together to make sure that our goals are met and supported by the Communications Department throughout the year." ~Procurement Services

On CDM Media Relations Specialists

"Our Media Relations Strategist is personable and professional. She made a consistent effort to understand the business model and its complexities and has asked intuitive questions that produced an excellent 2019 Work Plan." ~ Children's Services



Procurement's new wall statement decal that was designed with assistance from the CDM team.

On PR Production

"Bayard is always a pleasure to work with. He ensures to collect the necessary information." ~ Library Services

CDM Senior Leadership Team

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