



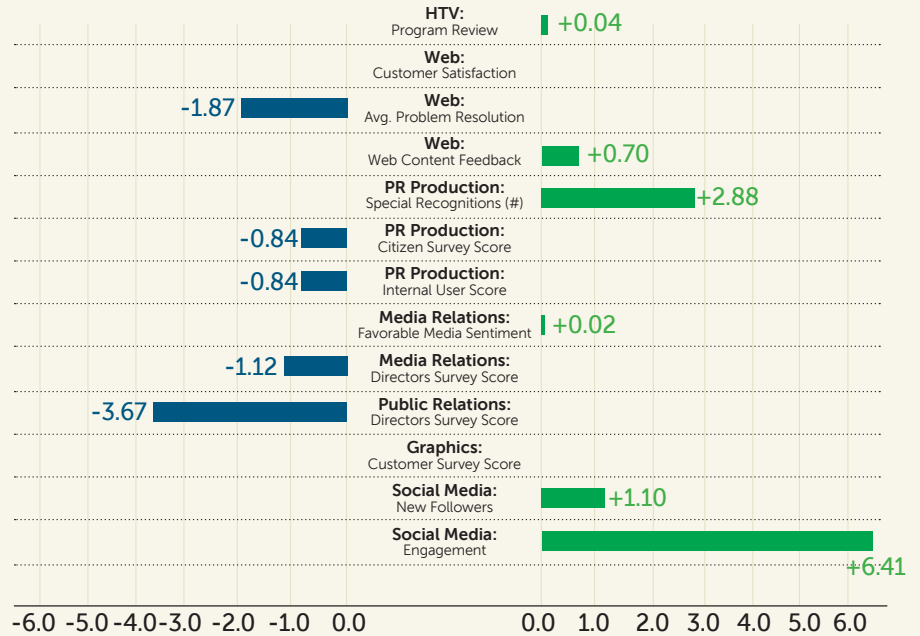
Index Points to Steady Customer Service Growth in March

The Communications & Digital Media Customer Service Index (CDMSI) increased 281 basis points to close at 106.72 for March. This score implies that overall customer service efforts are presently running +6.72% ahead of expectations. (Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction). During March, all 13 customer service indicators achieved 89% of their monthly goals or better. The leading driver for the month's success was a turnabout in social media activity, with strong gains in the counts for both new followers and engagement. The more stable CDMSI-MA3 three-month moving average closed March at 106.30, a score nearly equal to the score for the month. When the current month's result and the three-month moving average fall within 100 basis points of one another, it suggests stability of customer service efforts, which are well inside the target range of 100.0 to 110.0 points.

What impacted the index?

February CDMSI (start): 103.91
 March CDMSI (end): 106.72
 (Monthly change of +281 basis points points)

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



In this latest period, the CDMSI increased 281 basis points, rising from 103.91 to 106.72. 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



CDM helped to plan and promote a very nice park renaming ceremony in honor of former County Commissioner Al Higginbotham.

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.	Mar	78	85.1	84.9	70.1	87.8	-3.1%
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.	Mar	< 8 hrs.	7.1	4.1	6.3	8.5	-16.5%
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.	Mar	25	32	20	42	25	28.0%
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.	Mar	100.0%	100.0%	100.0%	97.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Mar	80%	90.7%	83.2%	91.3%	86.3%	5.1%
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.	Mar	4.75	4.50	5.00	5.00	5.00	-10.0%
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.	Mar	4.75	4.50	5.00	4.50	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.	Mar	85%	91.0%	90.5%	88.0%	89.0%	2.2%
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.	Mar	4.50	4.33	5.00	4.75	4.75	-8.8%
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.	Mar	4.50	4.00	5.00	4.60	4.67	-14.3%
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.	Mar	4.00	4.80	4.80	5.00	4.33	10.9%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Mar	1,250	1,535	1,075	1,025	1,589	-3.4%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Mar	20,000	31,562	11,720	27,093	24,791	27.3%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Mar	≥ 100.0	106.72	103.91	108.28	107.83	-1.0%
CSSSI-MA3 b)	Mar	≥ 100.0	106.30	104.47	103.38	111.12	-4.3%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Jan	≥ 100.0	100.85	99.30	104.62	102.57	-1.7%

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 March 2019 Department Directors' and Customer Surveys



During Consumer Protection Week, CDM promoted Shred Fest at Veterans Memorial Park. Shred Fest is an annual paper shredding event to help consumers safely dispose of private documents. Over 9,800 pounds of paper were shredded during this important one-day event.

CDM Senior Leadership Team

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

On PR Production Support

This was my first experience with PR Production - they were courteous/friendly.
~ Hillsborough County resident (Sulphur Springs Museum)

On CDM Public Relations Specialists

Jacquelyn has been a pleasure to work with! She brings positive energy to projects, creativity, and great writing skills to the table.
~ Stephanie Agliano, Neighborhood Liaison

On CDM Media Relations Specialists

Todd worked hard to gain knowledge and apply it over the time he's been with us. He now is nearly an expert and can guide most media contact with just a little extra info from the department.
~ Scott Trebatoski, Pet Resources