



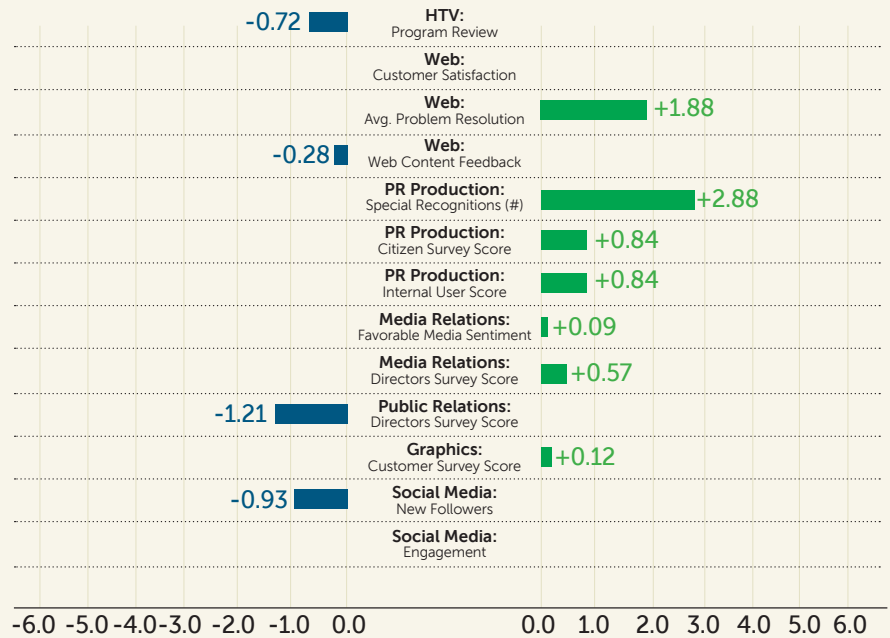
Index Points to Continued High Customer Service Delivery in 2019

For April, the Communications & Digital Media Customer Service Index (CDMSI) increased 120 basis points to close at 107.92. This score implies that overall customer service efforts are +7.92% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. During April, 12 of 13 customer service indicators achieved 91% of their monthly goals or better. The leading drivers for the month's gain were a sharp drop in the time utilized by Web Services to resolve customer requests, along with positive customer feedback regarding the work of PR Production. The more stable CDMSI-MA3 three-month moving average closed April at 106.18, which suggests that in the short-run, customer service by the staff is being provided at a high level.

What impacted the index?

March CDMSI (start): 106.72
April CDMSI (end): 107.92
(Monthly change of +120 basis points points)

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



In this latest period, the CDMSI increased 120 basis points, rising from 106.72 to 107.92. 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



Hillsborough County Fire Rescue Chief Dennis Jones, along with staff and cadets, painted the home of an appreciative World War II vet as part of Paint Your Heart Out Tampa. CDM provided the media with photos and video, and promoted the heartwarming story, which was covered locally, and made its way to news channels across the country, and even one station beyond.

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.	Apr	78	81.7	85.1	84.9	85.4	-4.3%
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.	Apr	< 8 hrs.	4.3	7.1	4.1	8.4	-48.8%
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.	Apr	25	32	32	20	34	-5.9%
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	Apr	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Apr	80%	87.7%	90.7%	83.2%	85.5%	2.6%
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	Apr	4.75	5.00	4.50	5.00	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.	Apr	4.75	5.00	4.50	5.00	4.63	8.0%
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.	Apr	85%	93.5%	91.0%	90.5%	92.0%	1.6%
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.	Apr	4.50	4.67	4.33	5.00	4.00	16.8%
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.	Apr	4.50	3.67	4.00	5.00	3.75	-2.1%
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	Apr	4.00	4.88	4.80	4.80	4.92	-0.8%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Apr	1,250	1,149	1,535	1,075	1,374	-16.4%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Apr	20,000	36,739	31,562	11,720	38,400	-4.3%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Apr	≥ 100.0	107.92	106.72	103.91	106.46	1.4%
CSSSI-MA3 b)	Apr	≥ 100.0	106.18	106.30	104.47	109.30	-2.9%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Mar	≥ 100.0	102.88	104.09	99.43	98.15	4.8%

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 April 2019 Department Directors' and Customer Surveys

Hillsborough County Conservation & Environmental Lands Management hosted its first-ever Prescribed Fire Field Day at Edward Medard Conservation Park. CDM helped to plan and promote the event which included tours of a firefighting helicopter.



On PR Production Support

The team provided a great visual for our outreach program to encourage drinking from the tap! The wrap is clean and fresh looking, makes you thirsty looking at it!!

~ George Cassidy, Public Utilities Director

On PR Production Support

Staff did an awesome/timely job with my request. ~ Hillsborough County resident

On CDM Public Relations Specialists

Great support for the CELM Department's prescribed burn program, through public outreach efforts.

~ Forest Turbiville, Conservation & Environmental Lands Management Director

On CDM Media Relations Specialists

Very knowledgeable and great at providing recommendations.

~ Rick Valdez, Parks & Recreation Director

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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