



## Index Points to Strong Growth in Customer Service in May

The Communications & Digital Media Service Index (CDMSI) increased 336 basis points for May, closing at 111.28. This score implies that overall customer service efforts are running +11.28% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding, while a number below 100.0 indicates contraction. During May, all 13 customer service indicators achieved 94% of their monthly goals or better. The top three indicators for May in terms of their contribution to the large gain from April were, in order of magnitude: 1) the department directors' survey scores of the public relations strategists, which improved to 4.25 on the 1 to 5 scale; 2) the number of special recognitions/awards created by the PR Production section, which at 47 was the highest monthly count since October 2016; and 3) the department directors' survey scores of the media relations specialists, which improved to 5.00 on the 1 to 5 scale.

### What impacted the index?

April CDMSI (start): 107.92

May CDMSI (end): 111.28

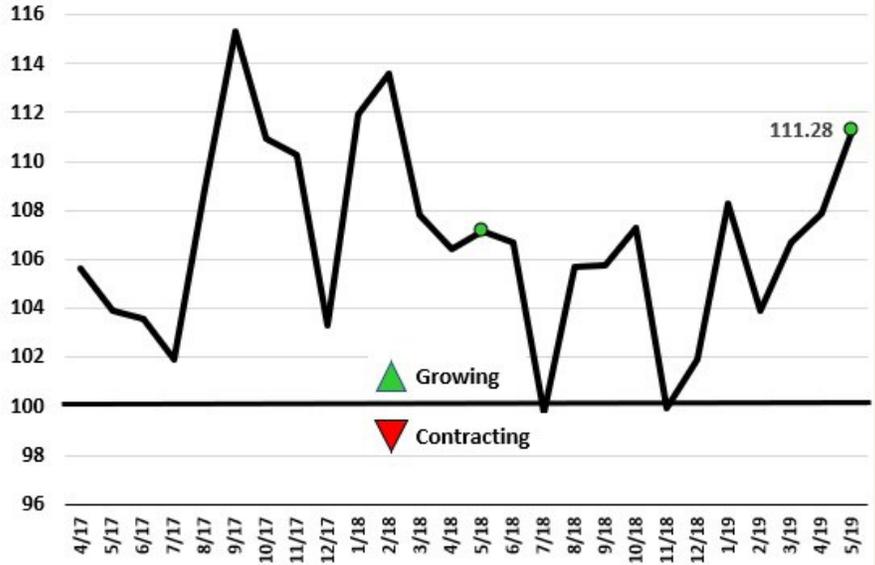
(Monthly change of +336 basis points)

111.28 points

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

#### CDMSI

#### May surges ahead of April and 1 year ago



In this latest period, the CDMSI increased 336 basis points, from 107.92 to 111.28. The chart shows the index over the past two years, revealing a strong positive trend in CDM's customer service efforts since last December. Overall customer service delivery during May 2019 was at its best level since February 2018.

### 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



Employees demonstrate a new machine that fills sandbags more efficiently during the 2019 EOC Media Day in advance of Hurricane Season.

Hillsborough County's 2019 EOC Media Day was a huge success. Almost all major media outlets visited PSOC to hear from the County Administrator, Fire Chief, and Emergency Management Director in advance of Hurricane Season. The highlight of the day included hands-on demonstrations about how Hillsborough County helps residents to prepare for and recover from major storms.

### 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.	May	78	85.8	81.7	85.1	87.6	-2.1%
<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.	May	< 8 hrs.	6.8	4.3	7.1	8.5	-20.0%
<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.	May	25	47	32	32	38	23.7%
<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.	May	100.0%	100.0%	100.0%	100.0%	96.0%	4.2%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	May	80%	88.6%	87.7%	90.7%	87.2%	1.6%
<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.	May	4.75	4.67	5.00	4.50	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.	May	4.75	5.00	5.00	4.50	4.50	11.1%
<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.	May	85%	92.3%	93.5%	91.0%	97.0%	-4.8%
<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.	May	4.50	5.00	4.67	4.33	4.50	11.1%
<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.	May	4.50	4.25	3.67	4.00	3.75	13.3%
<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.	May	4.00	5.00	4.88	4.80	4.56	9.6%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	May	1,250	1,336	1,149	1,535	782	70.8%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	May	20,000	41,196	36,739	31,562	55,877	-26.3%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	May	≥ 100.0	111.28	107.92	106.72	107.16	3.8%
<b>CSSSI-MA3 b)</b>	May	≥ 100.0	108.64	106.18	106.30	107.15	1.4%
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes c)	Apr	≥ 100.0	103.56	103.68	104.09	104.28	-0.7%

**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 May 2019 Department Directors' and Customer Surveys**



Sunshine line offers transportation assistance.

**On CDM's Public Relations Specialists:**

Megan does a great job working with the Sunshine Line team. She is very bright and cheerful and she brings innovative ideas to the planning table. ~ Scott Clark, Director, Sunshine Line

**On CDM's Media Relations Specialists:**

Michelle follows up with the media to understand their inquiries. She helps us to address some of our public records requests as they come in from media outlets. ~ Jose Fernandez, Business Manager, Development Services



**On CDM's Graphic Services:**

It surpassed our expectations and we had high expectations (image below). It is going to be appreciated and inspire for years to come. ~ Human Resources

**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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