



Index Points to Record Customer Service Efforts in June

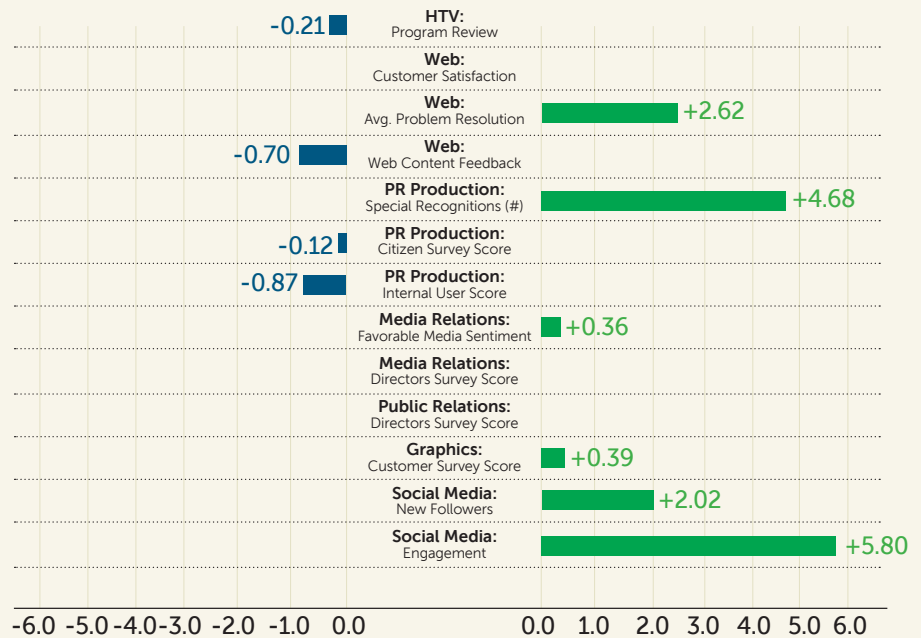
During June 2019, the Communications & Digital Media Customer Service Index (CDMSI) increased 463 basis points to close at 115.91. This score implies that overall customer service efforts are +15.91% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. During June, all 13 customer service indicators achieved 94% of their monthly goals or better. Helping to propel the index to its highest level since inception were: 1) the quality of HTV programming, which had the highest monthly score since December 2015 when the index began; 2) the amount of time required by Web Services to resolve any problems, the fewest hours needed since this metric was conceived; 3) outstanding customer service survey responses from county directors; and 4) strong gains in social media engagement.

What impacted the index?

April CDMSI (start): 107.92
May CDMSI (end): 111.28
(Monthly change of +336 basis points points)

111.28 points

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



Since December 2018, the CDMSI has improved 1,397 basis points, rising from 101.94 to 115.91 in June 2019, a record month. The chart illustrates which indicators have helped lift or decrease the index in basis points since the end of last year. Please note that a negative figure does not mean that any particular customer service indicator is not achieving its monthly goal. It simply means that its contribution to the overall customer service index did not rise over this six-month period.

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 promoted the release of a young bobcat at the Lower Green Swamp Nature Preserve, the largest property in the County's Environmental Lands Acquisition and Protection Program. The cat was found injured and then nursed back to health at Big Cat Rescue.

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.	June	78	90	85.8	81.7	84.4	6.6%
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.	June	< 8 hrs.	3.7	6.8	4.3	6.5	-43.1%
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.	June	25	57	47	32	17	235.3%
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.	June	100.0%	100.0%	100.0%	100.0%	98.0%	2.0%
Web: Webpage content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	June	80%	90.6%	88.6%	87.7%	87.3%	3.8%
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.	June	4.75	4.75	4.67	5.00	5.00	-5.0%
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.	June	4.75	4.50	5.00	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.	June	85%	94.6%	92.3%	93.5%	95.0%	-0.4%
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.	June	4.50	5.00	5.00	4.67	5.00	0.0%
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.	June	4.50	5.00	4.25	3.67	5.00	0.0%
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.	June	4.00	4.75	5.00	4.88	4.75	0.0%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	June	1,250	1,419	1,336	1,149	1,275	11.3%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	June	20,000	51,203	41,196	36,739	19,851	157.9%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	June	≥ 100.0	115.91	111.28	107.92	106.69	8.6%
CSSSI-MA3 b)	June	≥ 100.0	111.70	108.64	106.18	106.77	4.6%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	May	≥ 100.0	101.06	103.58	103.68	102.94	-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 Department Directors and the Community



CDM helped plan and promote the opening of the new C. Blythe Andrews Jr. Library. Hundreds gathered to celebrate the new facility that features ample meeting space, a recording studio, computer lab, children's area, bookstore, and archive.

On CDM's Public Relations Specialists: Andrea is thoughtful in her responses, brainstorms ideas with our team, and is very responsive to our questions and needs. Most importantly, Andrea brings a different perspective to the conversation. ~ Chely Cantrell, Manager of Library Development

On CDM's Media Relations Specialists: Our Media Relations Strategist meets with us and provides question/answer sessions. She wants to make sure that we understand what to say and do regarding any media situation. ~ Aletha Johnson, Head Start/Early Head Start Program Coordinator

On CDM's Graphic Services: The request came in on a limited timeframe, and yet the product was first class and delivered on time. Thank you! ~ Operations & Legislative Affairs

On CDM's Public Relations Production Team: The whole process was totally perfect. Everything was quickly and efficiently handled for us and happened right on schedule. Our community was suitably impressed which was, in the end, the point of the production. ~ Hillsborough County Business, WSCQ Radio (FM 96.3)

CDM Senior Leadership Team

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

Copyright Notice: Reproduction of this material, either written or electronically, including the general layout, graphics, analyses, and content topics without the express approval of Target Performance Systems, Inc., a Florida corporation, is forbidden without written consent. Thank you for your support of Communications & Digital Media and the Hillsborough County Government. Please contact Kimberly Howell at HowellK@HCF.gov with any questions or for further information.