



Customer Service Growth Slows in July after Hitting Record Highs

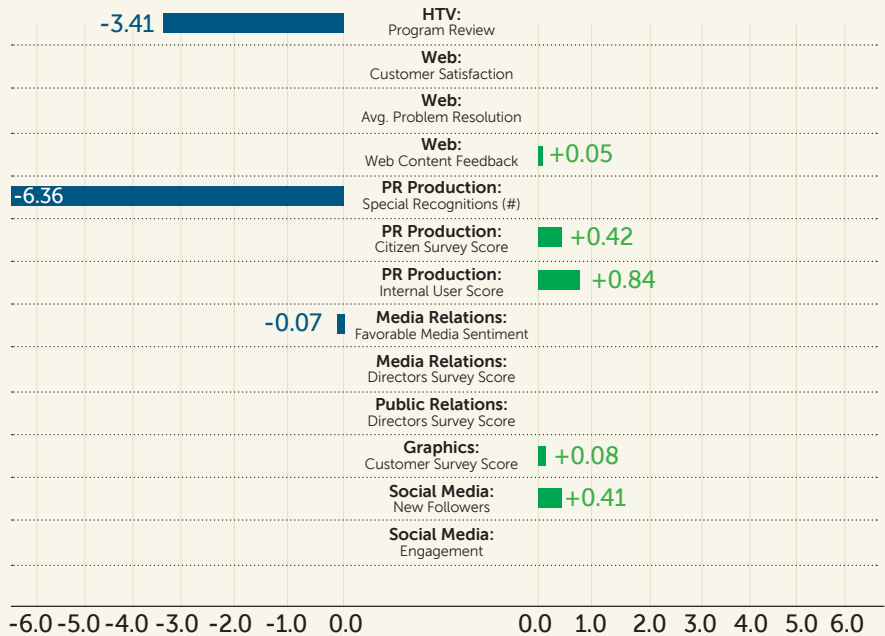
For July 2019, the Communications & Digital Media Service Index (CDMSI) retracted -804 basis points to close at 107.87. This score implies that overall customer service efforts are running +7.87% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. During July, 12 of 13 customer service indicators achieved 94% of their monthly goals or better. While the index slipped by about 800 basis points in July, it remained above the center of the desired 100.0 to 110.0 range. Moreover, the July CDMSI was coming off the best monthly score since the inception of the index, following several consecutive months of strong growth. The index's three-month moving average (CDMSI-MA3) fell to 111.69 but remains at a high level, suggesting that over the short-run, the CDM staff is consistently providing excellent service.

What impacted the index?



107.87 points

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



This chart illustrates which indicators have driven the index to increase or decrease in basis points from June 2019 to July 2019. A negative figure does not necessarily mean that a customer service indicator is not performing. It simply means that its contribution to the overall customer service index did not rise over the period. Negative indicators may still be achieving their monthly goals.

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 was honored at the Board of County Commissioners Quarterly Awards & Recognitions ceremony for winning PR Daily's national first place award in the Video & Visual category for a series of promotional spots that promoted the Tampa Bay Active Life Games.

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. <i>Source: Francesco Alessi - HTV Manager.</i>	July	78	73.9	90	85.8	81.7	-9.5%
Web: Average Problem Resolution time Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	July	< 8 hrs.	4.5	3.7	6.8	6.4	-29.7%
PR Production: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. <i>Source: Tim Davison - PR Production Manager.</i>	July	25	11	57	47	19	-42.1%
Customer Feedback Indicators							
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	July	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	July	80%	91.1%	90.6%	88.6%	90.1%	1.1%
PR Production: Community Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. <i>Source: Tim Davison - PR Production Manager.</i>	July	4.75	5.00	4.75	4.67	5.00	0.0%
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. <i>Source: Tim Davison - PR Production Manager.</i>	July	4.75	5.00	4.50	5.00	4.83	3.5%
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). <i>Source: Tim Davison - PR Production Manager.</i>	July	85%	92.5%	94.6%	92.3%	80.0%	15.6%
Media Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. <i>Source: Monthly CDM customer surveys sent electronically to random department managers.</i>	July	4.50	5.00	5.00	5.00	4.67	7.1%
Public Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. <i>Source: Monthly CDM customer surveys sent electronically to random department managers.</i>	July	4.50	5.00	5.00	4.25	4.33	15.5%
Graphics: Creativity Average score on a 1 to 5 scale based on feedback from County departments that have used graphic services during the month. <i>Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager.</i>	July	4.50	4.80	4.75	5.00	4.75	1.1%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	July	1,250	1,589	1,419	1,336	350	354.0%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	July	20,000	41,785	51,203	41,196	15,312	172.9%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	July	≥ 100.0	107.87	115.91	111.28	99.73	8.2%
CSSSI-MA3 b)	July	≥ 100.0	111.69	111.70	108.64	104.53	6.8%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	June	≥ 100.0	101.97	100.86	103.58	102.78	-0.8%

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 played a large role in planning and promoting Aging Services' festive Senior Prom event. A highlight of the annual event is the crowning and first dance of the new prom king and queen.

On CDM's Public Relations Specialists: It is evident that Adrienne really enjoys her job. She doesn't simply do as we ask, but offers possible better solutions and ideas. She's super supportive! ~ *Mary Jo McKay, Nutrition & Wellness Manager, Aging Services*

On CDM's Media Relations Specialists: Chris has taken the initiative to learn what we do and get involved in our field operations and even shadow maintenance activities. ~ *George Cassidy, Assistant County Administrator, Public Utilities*

On CDM's Public Relations Production Team: Your team worked on the acknowledgement of the Hillsborough County Fire Rescue Cadets before the BOCC which was awesome exposure for our kids and very enlightening for the Board and community to see the accomplishments of our Cadet program. ~ *Kenneth Forward, Training Officer, Fire Rescue*

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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