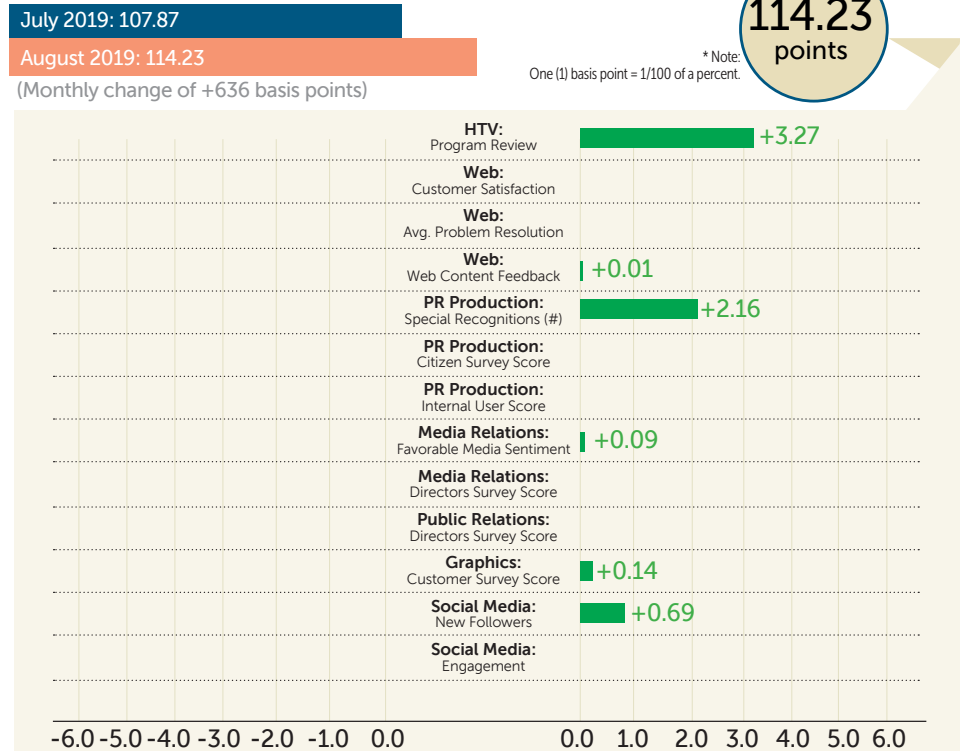




Index Points to a Surge in Customer Service Delivery in August

For August 2019, the Communications & Digital Media Service Index (CDMSI) improved 636 basis points to close at 114.23; the fifth-highest monthly score since its inception in June 2016. This score implies that overall customer service efforts are running +14.23% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. During August 2019, none of the department's 13 customer service indicators fell below prior month levels. A quick glance at the table reveals that only one customer service indicator did not achieve goal last month. That particular measurement, while consuming valuable time and providing a vital customer service, is largely dependent on fluctuating external demand for awards and special recognitions that is beyond the department's influence.

What impacted the index?



This chart illustrates which indicators have driven the index to rise or fall in basis points from July 2019 to August 2019, an increase of 636 basis points. Please note that a negative figure does not mean that any given customer service indicator is not performing. It simply means that its contribution to the overall customer service index did not rise over the period. Despite this occurrence, it may still be achieving its monthly goal.

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 assisted Hillsborough County Management & Budget by designing, compiling, and editing comprehensive FY20-FY21 Recommended and Adopted Budget Books. These books, along with the companion Budget in Brief book, detail the budget for the upcoming fiscal year and describe how the valuable services offered by Hillsborough County help to build community prosperity.

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.	Aug	78	89.4	73.9	90	87.6	2.1%
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.	Aug	< 8 hrs.	4.3	4.5	3.7	7.7	-44.2%
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.	Aug	25	20	11	57	27	-25.9%
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.	Aug	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.	Aug	80%	91.2%	91.1%	90.6%	86.4%	5.6%
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.	Aug	4.75	5.00	5.00	4.75	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.	Aug	4.75	5.00	5.00	4.50	4.50	11.1%
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.	Aug	85%	95.0%	92.5%	94.6%	86.0%	10.5%
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.	Aug	4.50	5.00	5.00	5.00	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.	Aug	4.50	5.00	5.00	5.00	4.75	5.3%
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.	Aug	4.50	4.89	4.80	4.75	4.48	9.2%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Aug	1,250	2,362	1,589	1,419	1,545	52.9%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Aug	20,000	53,766	41,785	51,203	16,752	221.0%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Aug	≥ 100.0	114.23	107.87	115.91	105.13	8.7%
CSSSI-MA3 b)	Aug	≥ 100.0	112.67	111.69	111.70	103.85	8.5%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	July	≥ 100.0	100.12	101.94	100.86	105.76	-5.3%

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



The drum circle was just part of the fun at Children's Services annual Children's Fair. CDM helped to plan and promote the outdoor event that included performances, games, refreshments, and lots of helpful resources for families.

CDM Senior Leadership Team

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

On CDM's Public Relations Strategists: The fact that she truly understands the business model. Also, she asks very intuitive questions about our services. She is able to effectively communicate how vital our services are to the community.

~ JoAnn Rollins, Director Children's Services

On CDM's Media Relations Strategists: The Media Relations Strategist is doing a great job. The MR Strategist makes me feel comfortable whether on a call or in front of the camera. Also, he does great work in collecting as much information as possible on the questions ahead of time and prepares me for the interview as well.

~ Felicia Crosby-Rucker, Director Homeless Services

On CDM's Public Relations Production Team: Love working with this team... Jackie, Domonic, and Brien did a great job and are great to work with!

~ Stephanie Agliano, Neighborhood Liaison

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@HCFLGov.net with any questions or for further information.