



Index Points to Continued Strong Customer Service Growth in September

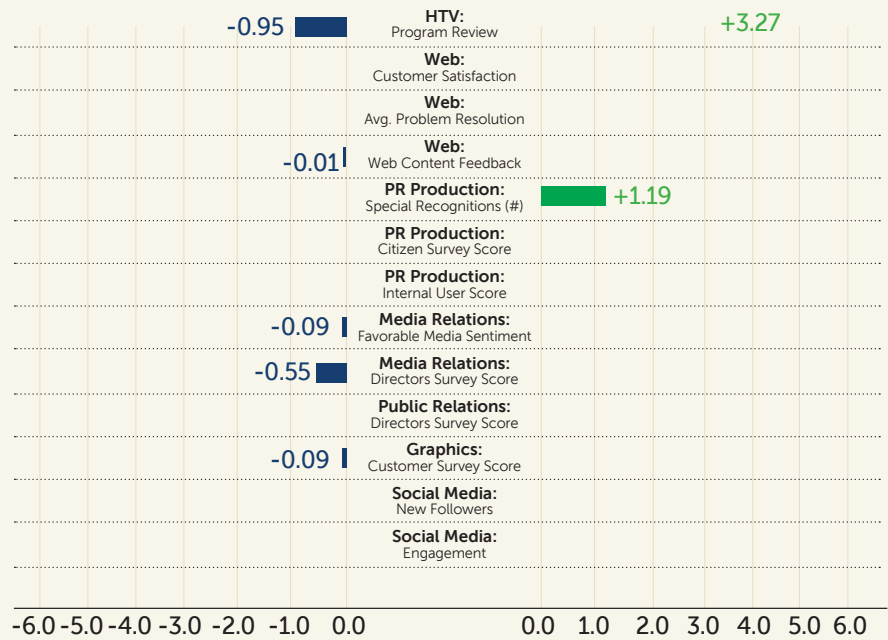
For September 2019, the Communications & Digital Media Service Index (CDMSI) dipped less than one-half point to close at 113.78, following one of its highest scores on record in August. This implies that overall customer service efforts are running +13.78% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. During September, none of the department's 13 customer service indicators failed to meet their monthly goals – a first since the CDMSI was first rolled out in March 2016. While both the Hillsborough County and U.S. economies are experiencing a period of strong growth, the level of customer service being provided by CDM continues to outpace both, as measured by performance against the HCMI (Hillsborough County Market Index; see table). When growth of the department's customer service efforts exceeds the growth of the HCMI, it suggests that CDM is providing a strong return on investment, especially when in the double-digit range achieved in recent months.

What impacted the index?

August 2019: 114.23
 September 2019: 113.78
 (Monthly change of -0.45 basis points)

113.78
 points

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



This chart illustrates which indicators caused the index to rise or fall from August 2019 to September 2019, for a net decrease of -45 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 served Hillsborough County residents in the role of Emergency Support Function 14 (ESF-14) during activation of the Emergency Operations Center in preparation for Hurricane Dorian. During the activation period, CDM distributed 15 media releases, conducted four media briefings, and posted 74 vital safety messages across all social media platforms.

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.	Sept	78	84.9	89.4	73.9	82.5	2.9%
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.	Sept	< 8 hrs.	5.3	4.3	4.5	7.9	-32.9%
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.	Sept	25	25	20	11	30	-16.7%
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.	Sept	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.	Sept	80%	91.1%	91.2%	91.1%	86.4%	5.4%
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.	Sept	4.75	5.00	5.00	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.	Sept	4.75	5.00	5.00	5.00	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.	Sept	85%	93.8%	95.0%	92.5%	86.0%	9.1%
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.	Sept	4.50	4.67	5.00	5.00	4.75	-1.7%
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.	Sept	4.50	5.00	5.00	5.00	4.25	17.6%
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.	Sept	4.50	4.83	4.89	4.80	5.00	-3.4%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Sept	1,250	2,611	2,362	1,589	951	174.6%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Sept	20,000	166,945*	53,766	41,785	26,730	524.6%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Sept	≥ 100.0	113.78	114.23	107.87	105.76	7.6%
CSSSI-MA3 b)	Sept	≥ 100.0	111.96	112.67	111.69	103.54	8.1%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Aug	≥ 100.0	102.15	101.33	101.85	102.28	-0.1%

- 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 CDMSI-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.)

* Due to Hurricane Dorian, October's Social Media indicators trended higher than expected.

Comments from Department Directors and the Community



CDM assisted Consumer & Veterans Services and Hillsborough County Fire Rescue in planning and promoting a moving ceremony to mark Patriot Day. The annual event honors the heroic efforts of military and first responders in the wake of the September 11, 2001 terrorist attacks.

On CDM's Public Relations Strategists: Jacquelyn has a dynamic personality and has been present at almost every event. She is energetic, creative, and really focuses on capturing key staff and elements of the events. – Frank Strom, Director, Consumer & Veterans Services

On CDM's Media Relations Strategists: Chris is great at what he does. He has a great understanding of public works, so he is able to provide valuable insight/recommendations and craft very good responses to media inquiries. – Josh Bellotti, Director, Engineering & Operations

On CDM's Public Relations Production Team: We truly appreciate the time, support, and talents of your team. – Aging Services

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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