



Index Points to High Customer Service Delivery, Slowing Growth

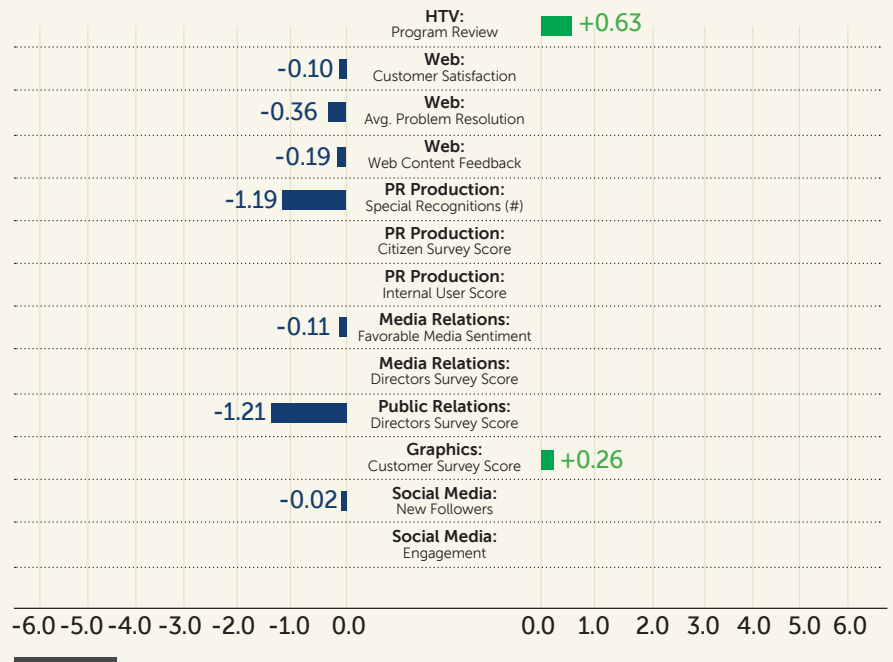
For October 2019, the Communications & Digital Media Service Index (CDMSI) shed 2.29 points to close at 111.49. This score implies that overall customer service efforts are running +11.49% ahead of expectations. Readings above 100 indicate customer service efforts are expanding while a number below 100 indicates contraction. While the index gave up 2 points, it is coming off a very strong September. In fact, the more stable three-month moving average (CDMSI-MA3) is at a record high of 113.17. With only two reporting months left in 2019, the year has been very successful for CDM customer service delivery.

What impacted the index?

September 2019: 113.78
October 2019: 111.49
(Monthly change of -2.29 basis points)

111.49 points

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



The chart illustrates which indicators have driven the index to increase or decrease in basis points from September 2019 to October 2019. 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



The rescue of nearly 350 dogs living in unsafe and unsanitary conditions as part of an animal breeding business, created a huge need for space at the Pet Resource Center. CDM created a buzz with local media, on social media, and on the web, resulting in the successful adoption of hundreds of loving cats and dogs already at the shelter.

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>	Oct	78	87.9	84.9	89.4	86.9	1.2%
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>	Oct	< 8 hrs.	5.6	5.3	4.3	8.3	-32.5%
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>	Oct	25	20	25	20	37	-45.9%
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>	Oct	100.0%	98.0%	100.0%	100.0%	100.0%	-2.0%
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Oct	80%	89.1%	91.1%	91.2%	81.1%	9.9%
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>	Oct	4.75	5.00	5.00	5.00	4.67	7.1%
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>	Oct	4.75	5.00	5.00	5.00	5.00	0.0%
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). <i>Source: Tim Davison - PR Production Manager.</i>	Oct	85%	90.7%	93.8%	95.0%	87.0%	4.3%
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>	Oct	4.50	4.67	4.67	5.00	4.63	0.9%
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>	Oct	4.50	4.67	5.00	5.00	4.25	9.9%
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>	Oct	4.50	5.00	4.83	4.89	4.67	7.1%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Oct	1,250	1,865	2,611	2,362	1,161	60.6%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Oct	20,000	65,510	166,945	53,766	25,830	153.6%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Oct	≥ 100.0	111.49	113.78	114.23	107.29	3.9%
CSSSI-MA3 b)	Oct	≥ 100.0	113.17	111.96	112.67	106.06	6.7%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Sept	≥ 100.0	104.32	101.61	102.10	104.44	-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 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 to plan and execute a wonderful ribbon cutting ceremony for Laburnum Gardens, a beautiful 81-unit affordable housing apartment complex for seniors. Support of Laburnum Gardens is part of the County's commitment to provide affordable, safe, quality housing to people with low and moderate incomes.

On CDM's Public Relations Strategists:

We have a superb relationship with Megan and depend on her guidance and support in navigating through issues.

– Cheryl Howell, Director, Affordable Housing

On CDM's Media Relations Strategists:

Chris is always fast and accurate.

– Lindsey Kimball, Director, Economic Development

On CDM's Graphics Team:

With a tight turnaround time, the team delivered and kept in close coordination to ensure we met the time constraints.

– Josh Bellotti, Director, Engineering & Operations

- CDM Senior Leadership Team**
- Annette Spina, Communications & Digital Media Director
 - Terry McElroy, Digital Media Division Director
 - Ana Mendez, Public Relations & Marketing Division Director