



Index Points to High Customer Service Levels on Even More Rigorous Standards

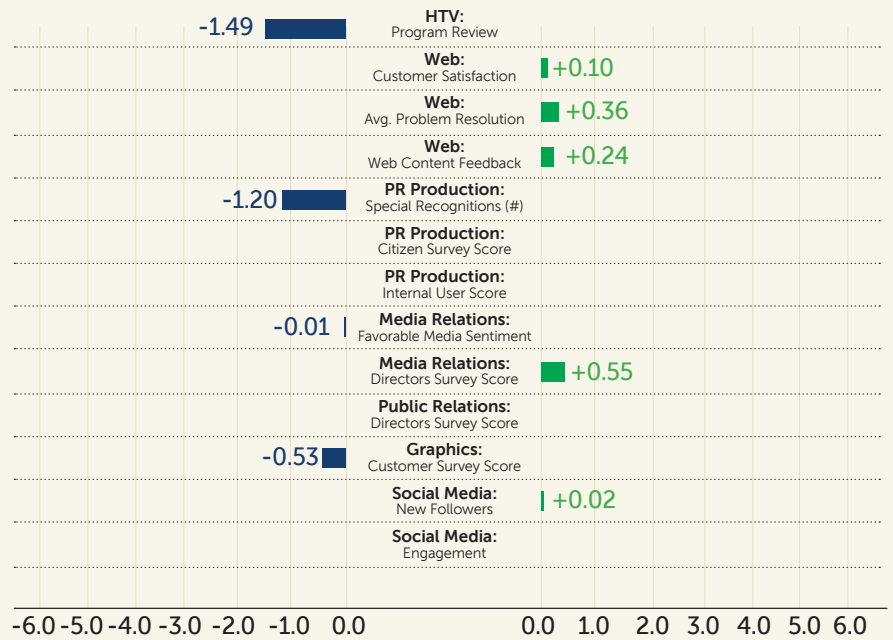
For November 2019, the Communications & Digital Media Service Index (CDMSI) fell 1.95 points to close at 109.54 for the month. This score implies that overall customer service efforts are running +9.54% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding, while a number below 100.0 indicates contraction. This month, four service indicators had their monthly goals adjusted upward again as their performance has risen for a sustained period (see table). The CDMSI was lowered by 49 basis points because of these changes. Despite these even more rigorous customer service standards, customer service delivery by the department is on track to finish 2019 at its highest level since the monthly tracking program began in the spring of 2016.

What impacted the index?

October 2019: 111.49
November 2019: 109.54

109.54 points

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



The chart illustrates which indicators drove the index to rise or fall in basis points from October to November, with a net decrease of -195 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 joined Hillsborough County Fire Rescue to plan and promote HCFR's annual Holiday Safety media event at the Public Safety Operations Complex. Nearly every local TV station covered the series of visual demonstrations intended to help keep residents safe over the holidays. Among the topics were the safe frying of holiday turkeys and avoiding the hazards involved with lighting your tree.

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>	Nov	78	80.9	87.9	84.9	85.9	-5.8%
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>	Nov	< 8 hrs.	5.1	5.6	5.3	5.5	-7.3%
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>	Nov	25	15	20	25	22	-31.8%
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>	Nov	100.0%	100.0%	98.0%	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>	Nov	80%	91.6%	89.1%	91.1%	86.1%	6.4%
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>	Nov	4.75	5.00	5.00	5.00	4.80	4.2%
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>	Nov	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>	Nov	88% NEW	93.5%	90.7%	93.8%	95.0%	-1.6%
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>	Nov	4.50	5.00	4.67	4.67	4.50	11.1%
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>	Nov	4.50	4.67	4.67	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>	Nov	4.75 NEW	4.92	5.00	4.83	4.67	5.4%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Nov	1,350 NEW	2,359	1,865	2,611	344	585.8%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Nov	25,000 NEW	76,653	65,510	166,945	9,863	677.2%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Nov	≥ 100.0	109.54	111.49	113.78	99.91	9.6%
CSSSI-MA3 b)	Nov	≥ 100.0	111.60	113.17	111.96	104.32	7.0%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Oct	≥ 100.0	100.13	104.32	101.61	103.44	-3.2%

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 multiple events to find loving homes for more than 350 rescued puppy mill dogs. The event included a live drawing of more than 1,000 applicants by Tampa Bay Buccaneer Punter Bradley Pinion. Multiple media outlets carried the event live during their evening newscasts.

On CDM's Public Relations Strategists:

Jacquelyn is enthusiastic and very creative in addition to being organized and task oriented.

– *Erick Sumner, Director, Geospatial & Land Acquisition Services*

On CDM's Media Relations Strategists:

Todd not only has really learned the department, but he also works well with media and the director to get the best possible solutions and stories. GREAT WORK TODD!!!

– *Scott Trebatoski, Director, Pet Resources*

On CDM's Graphics Team:

They're real keepers! They were personable, responsive, and flexible.

– *Cheryl Howell, Director, Affordable Housing*

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