



Index Posts +3.5% Gain in Customer Service for all of 2019

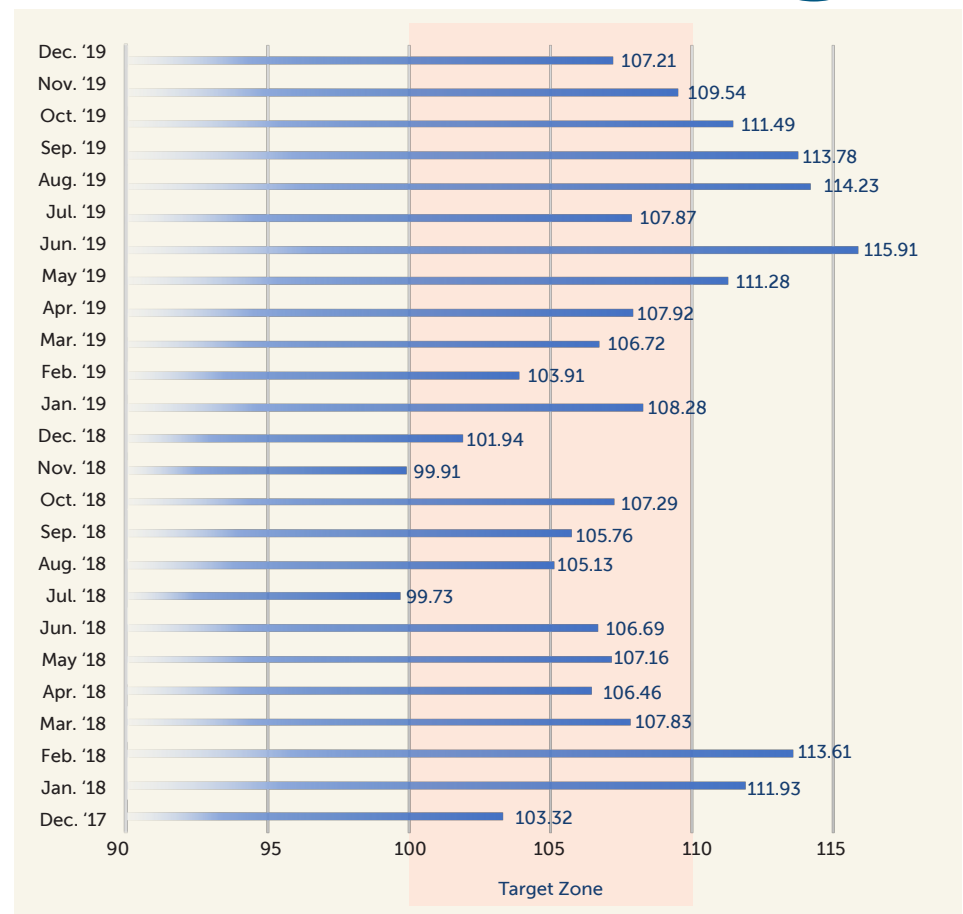
The average Communications & Digital Media Customer Service Index (CDMSI) score for 2019 was 109.85 versus 106.12 for 2018, an improvement of +3.5% for the year. While the index has tapered off over the past four months, it remains well above 100.0 and inside the target 100.0 to 110.0 range. This shows that customer service delivery is ahead of expectations and being delivered with a high level of quality. For December 2019, the CDMSI declined by 233 basis points, closing at 107.21. This score implies that overall customer service efforts are running +7.21% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding while a number below 100.0 indicates contraction. Finally, in support of December's 107.21 final score, 11 of the 13 CDM customer service measurements finished the month ahead of December 2018, a positive indicator heading into January. Also flashing a positive signal is the three-month moving average (CDMSI-MA3), which sits at 109.41, near the upper end of the target range.

What impacted the index?

November 2019: 109.54
 November 2019: 107.21

107.21
points

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



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 held its annual Jenga Bells tournament to benefit a family in need at Moffitt Cancer Center. Through a simple game of Jenga, the team was able to raise over \$700 in a matter of hours.

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>	Dec	78	90	80.9	87.9	87.5	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. (lower figures favorable) <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Dec	< 8 hrs.	7.3	5.1	5.6	8.2	-11.0%
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>	Dec	25	22	15	20	18	22.2%
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>	Dec	100.0%	100.0%	100.0%	98.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Dec	80%	92.9%	91.6%	89.1%	91.9%	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>	Dec	4.75	5.00	5.00	5.00	4.82	3.7%
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>	Dec	4.75	5.00	5.00	5.00	4.75	5.3%
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>	Dec	88%	94.6%	93.5%	90.7%	79.5%	19.0%
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>	Dec	4.50	5.00	5.00	4.67	5.00	0.0%
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>	Dec	4.50	4.33	4.67	4.67	5.00	-13.4%
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>	Dec	4.75	4.88	4.92	5.00	4.50	8.4%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Dec	1,350	782	2,359	1,865	927	-15.6%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Dec	25,000	59,955	76,653	65,510	13,424	346.6%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) ^{a)}	Dec	≥ 100.0	107.21	109.54	111.49	101.94	5.2%
CSSSI-MA3 ^{b)}	Dec	≥ 100.0	109.41	111.60	113.17	103.05	6.2%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes ^{c)}	Nov	≥ 100.0	100.13	104.32	101.61	103.44	-0.13%

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 assisted in the planning and collateral development for numerous public outreach efforts for Conservation & Environmental Lands Management, including promoting the benefits and safety of the County's Prescribed Fire program.

On CDM's Public Relations Specialists:

Adrienne is great. Always helpful and attentive to detail. The Communications Department continues to assist the CELM Dept. in implementing its strategies for public outreach in a number of areas (e.g. prescribed fire, environmental programming, etc.). ~ Forest Turbiville, Director, Conservation & Environmental Lands Management

On CDM's Media Relations Strategists:

Going above and beyond to ensure we got the message right! ~ Timothy Dudley, Division Director, Emergency Management

On CDM's Graphics Team:

We appreciated the cooperation for flexibility and modifications due to the nature of active military members who, when deployed, can result in changes (keynote speakers, etc.). Thank you. ~ Marti Ryan, Consumer & Veterans Services

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

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