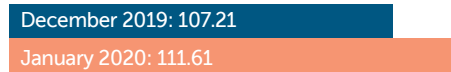




## Index Points to an Excellent Opening for the New Year

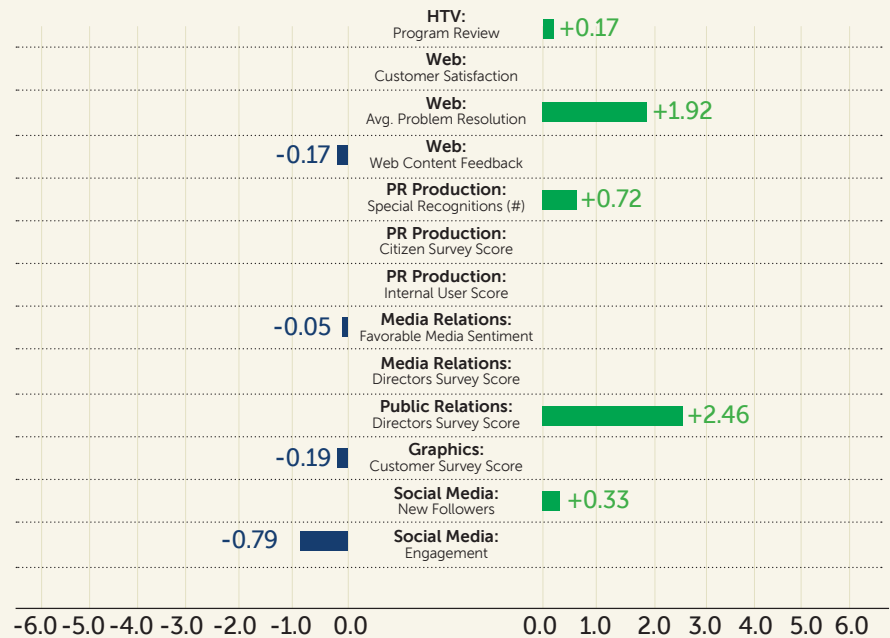
For January 2020, the Communications & Digital Media Service Index (CDMSI) rose by 440 basis points, closing at 111.61 for the month. This score implies that overall customer service efforts are running +11.61% ahead of expectations. Readings above 100.0 indicate customer service efforts are expanding, while a number below 100.0 indicates contraction. January's index finished +3.1% ahead last year's very impressive 108.28 reading for January. While a single month does not tell the full story, it is important to note that customer service delivery was very strong for all of 2019. Additionally, the index's three-month moving average (CDMSI-MA3) stands at 109.45. This is at the upper end of the target 100.0 to 110.0 range. This suggests that, heading into 2020, the staff's customer service efforts are consistently at a high level of quality, at least over the short-run.

### What impacted the index?



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

### Vital Signs



For the month, the CDMSI improved by 440 basis points. The chart shows how each customer service indicator contributed to the monthly change.

### 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 helped to plan and promote a very successful 5K run at Ed Radice Park. It was the third in a series. Participants showed off an awesome medal of completion designed by the CDM graphics team.

### 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
<b>Efficiency Indicators</b>							
<b>HTV: Program final ratings</b> 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>	Jan	78	90.8	90	80.9	70.1	29.5%
<b>Web: Average Problem Resolution time</b> 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>	Jan	< 8 hrs.	5.4	7.3	5.1	6.3	-14.3%
<b>PR Production: Special recognitions</b> 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>	Jan	25	25	22	15	42	-40.5%
<b>Customer Feedback Indicators</b>							
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Jan	100.0%	100.0%	100.0%	100.0%	97.0%	3.1%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Jan	80%	91.1%	92.9%	91.6%	91.3%	-0.2%
<b>PR Production: Community Survey</b> 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>	Jan	4.75	5.00	5.00	5.00	5.00	0.0%
<b>PR Production: Internal User Survey</b> Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. <i>Source: Tim Davison - PR Production Manager.</i>	Jan	4.75	5.00	5.00	5.00	4.50	11.1%
<b>Media Relations: Positive Media sentiment</b> 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>	Jan	88%	93.0%	94.6%	93.5%	88.0%	5.7%
<b>Media Relations: Dept. Director surveys</b> 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>	Jan	4.50	5.00	5.00	5.00	4.75	5.3%
<b>Public Relations: Dept. Director surveys</b> 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>	Jan	4.50	5.00	4.33	4.67	4.60	8.7%
<b>Graphics: Creativity</b> 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 &amp; Brand Identity Manager.</i>	Jan	4.75	4.75	4.88	4.92	5.00	-5.0%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Jan	1,350	929	782	2,359	1,025	-9.4%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Jan	25,000	34,678	59,955	76,653	27,093	28.0%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Jan	≥ 100.0	111.61	107.21	109.54	108.28	3.1%
<b>CSSSI-MA3 b)</b>	Jan	≥ 100.0	109.45	109.41	111.60	103.38	5.9%
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes c)	Dec	≥ 100.0	108.10	101.71	101.32	97.79	10.5%

**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 works hard to secure valuable media placements for Library Services. Here Library Brand Innovation Manager Chely Cantrell talks about books during their monthly morning segment on WTTA.

**On CDM's Public Relations Specialists:**

*Jacquelyn is very professional and has good follow-up. Had some fresh ideas to share with us. . . ~ James Hudock, Director, Capital Programs*

**On CDM's Media Relations Strategists:**

*Michelle works hard to garner media attention. She is constantly looking for different ways of packaging our message, event, or initiative. She works to prepare our team for media interviews and does an excellent job at getting us prepared to deliver our message from multiple angles.*

*~ Chely Cantrell, Library Brand Innovation Manager*

**CDM Senior Leadership Team**

**Terry McElroy**, Communications & Digital Media Director

**Ana Mendez**, Public Relations & Marketing Division Director

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