



February Index points to an excellent early open to 2020

For February 2020, the Communications & Digital Media Service Index (CDMSI) slowed from 111.61 in January to a final score of 107.79 for the month. While down month-over-month, the 107.79 reading indicates that for the second month of 2020, customer service efforts were running +7.79% ahead of expectations. Moreover, the 3-month moving average (CDMSI-MA3) closed February at 108.87, deep inside the desired 100.0 to 110.0 range. This is significant in that just prior to the COVID-19 pandemic, CDM staff were providing a very high level of customer service delivery to the public. The strong results from 2019 had indeed carried forward into 2020.

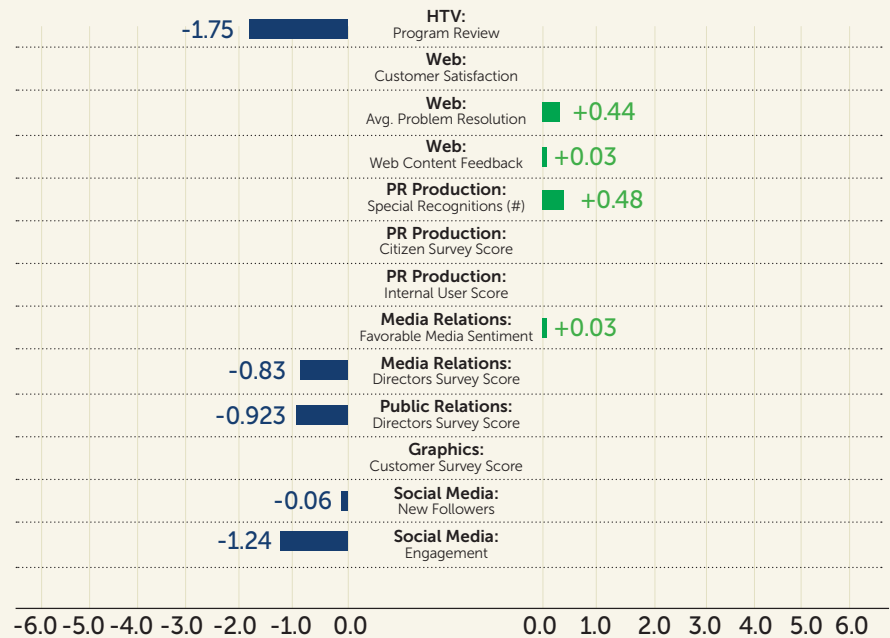
What impacted the index?

January 2020: 111.61
February 2020: 107.79

107.79 points

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

Vital Signs



For the month, the CDMSI decreased by a total of 382 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 ceremony to celebrate new safety features at the very busy Race Track Road and Repton Boulevard intersection. New features included overhead electric traffic signals, signage, pedestrian and bicycle crosswalks, and beautifully landscaped medians.

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.	Feb	78	82.6	90.8	90	84.9	-2.7%
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) Source: Brian Roberts - Digital Engagement Manager.	Feb	< 8 hrs.	5.1	5.4	7.3	4.1	24.4%
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.	Feb	25	27	25	22	20	35.0%
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.	Feb	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.	Feb	80%	91.4%	91.1%	92.9%	83.2%	9.9%
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.	Feb	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.	Feb	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). Source: Tim Davison - PR Production Manager.	Feb	88%	94.0%	93.0%	94.6%	90.5%	3.9%
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.	Feb	4.50	4.50	5.00	5.00	5.00	-10.0%
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.	Feb	4.50	4.75	5.00	4.33	5.00	-5.0%
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.	Feb	4.75	4.75	4.75	4.88	4.80	-1.0%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Feb	1,350	900	929	782	1,075	-16.3%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Feb	25,000	30,226	34,678	59,955	11,720	157.9%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Feb	≥ 100.0	107.79	111.61	107.21	103.91	3.7%
CSSSI-MA3 b)	Feb	≥ 100.0	108.87	109.45	109.41	104.71	4.0%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	Dec	≥ 100.0	107.42	101.65	101.32	97.79	9.8%

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



Multiple media outlets attended Aging Services Valentine's Day Dance at the Town 'N Country Senior Center to get the scoop from several couples who had fallen in love at the centers. These young-at-heart lovers celebrated with all their friends on the dance floor.

On CDM's Public Relations Specialists:

Andrea soooooo recognizes our sense of urgency! "Hair on fire" well describes our pace when things go wrong. Andrea is always ready to help.
~ Beth Schinella, Director, Water Resources

On CDM's Media Relations Strategists:

José was able to secure 4 media outlets for coverage of the Town 'N Country Valentine's Day event. This was one of the most well covered events in our Department.
~ Mary Jo McKay, Manager, Aging Services

CDM Senior Leadership Team

Terry McElroy, Communications & Digital Media Director
Ana Mendez, Public Relations & Marketing Division Director

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