

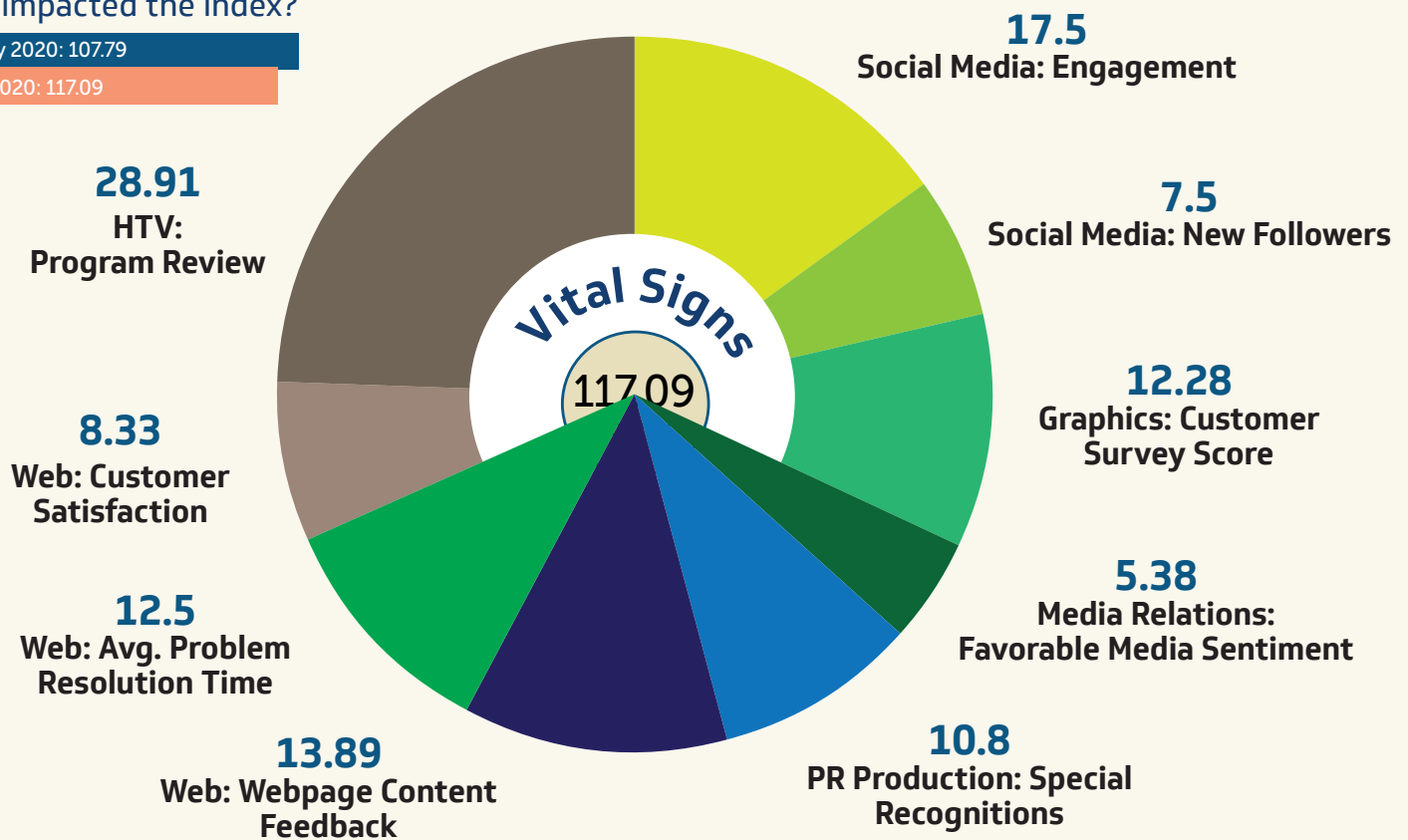
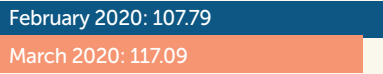


Index points to strong growth in customer service beyond social media activity

For March 2020, the Communications & Digital Media Service Index finished at a record high of 117.09. This occurred during the initial COVID-19 coronavirus period, which drove up social media activity, but it was not social media activity alone that propelled the index to its strong finish. In fact, all CDM customer service indicators met or exceeded their customer service goals for the month, following a very productive February (107.79).

It is important to note that four of the CDMSI's 13 customer service measurements were temporarily suspended in March and will be so again in April due to the department's emergency response role during the COVID-19 pandemic. These four pertained to customer service surveys sent out from Public Relations Production, Public Relations Specialists, and Media Relations Specialists. Therefore, the index this month is a function of the remaining nine customer service measurements with their weightings proportionally adjusted for the temporary loss of the four customer survey metrics (table).

What impacted the index?



* 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.

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.

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: <i>Francesco Alessi - HTV Manager.</i>							
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: <i>Brian Roberts - Digital Engagement Manager.</i>							
Mar	< 8 hrs.	5.3	5.1	5.4	7.1	-25.4%	
PR Production: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: <i>Tim Davison - PR Production Manager.</i>							
Mar	25	27	27	25	32	-15.6%	
Customer Feedback Indicators							
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: <i>Brian Roberts - Digital Engagement Manager</i>							
Mar	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	
Web: Webpage content feedback Monthly score based on web page feedback. Source: <i>Brian Roberts - Digital Engagement Manager.</i>							
Mar	80%	88.9%	91.4%	91.1%	90.7%	-2.0%	
PR Production: Community Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: <i>Tim Davison - PR Production Manager</i>							
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: <i>Tim Davison - PR Production Manager.</i>							
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: <i>Tim Davison - PR Production Manager.</i>							
Mar	88%	94.6%	94.0%	93.0%	91.0%	4.0%	
Media Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. Source: <i>Monthly CDM customer surveys sent electronically to random department managers.</i>							
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: <i>Monthly CDM customer surveys sent electronically to random department managers.</i>							
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: <i>Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager</i>							
Mar	4.75	5.00	4.75	4.75	4.80	4.2%	
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: <i>Social Media Strategist.</i>							
Mar	1,350	9,485	900	929	1,535	517.9%	
Social Media: Engagement Social Engagement growth across multiple platforms. Source: <i>Social Media Strategist.</i>							
Mar	25,000	499,029	30,226	34,678	31,562	1481.1%	
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)							
Mar	≥ 100.0	117.09	107.09	111.61	106.72	9.7%	
CSSSI-MA3 b)							
Mar	≥ 100.0	112.16	108.87	109.45	106.30	5.5%	
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)							
Mar	≥ 100.0	101.78	104.18	104.67	101.55	0.2%	

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.)

CDM Senior Leadership Team

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