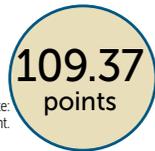
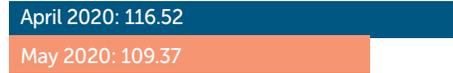




## Customer service delivery remains high during the COVID-19 pandemic

For May 2020, the Communications & Digital Media Customer Service Index closed at 109.37. This was down from April's near record high of 116.52 points. While May's performance fell for the second straight month, service efforts remained at very high levels throughout the COVID-19 outbreak. The nearby chart illustrates how customer service by the department has outpaced the growth of Hillsborough County's economy over recent months and especially during the pandemic. This is a testament to the efforts of the CDM staff during this difficult period.

### What impacted the index?

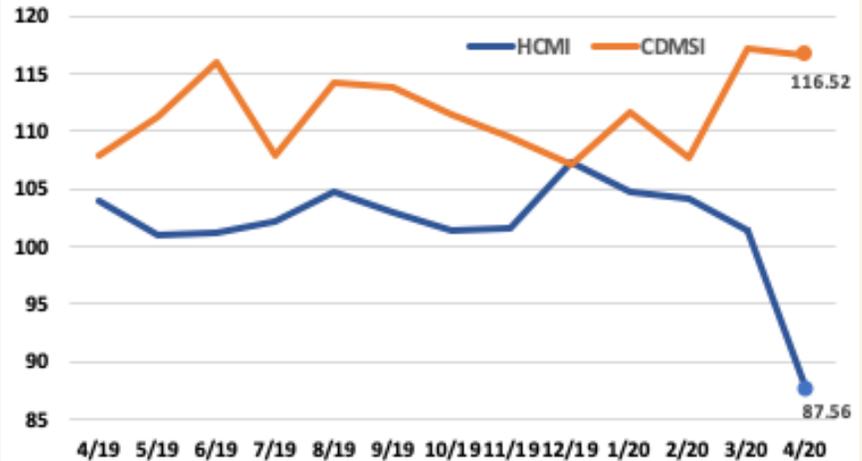


\* Note: One (1) basis point = 1/100 of a percent.

### Vital Signs

#### CDM Service Levels Jump During Pandemic

CDM customer service delivery exceeds the performance of Hillsborough County's growth/economics during COVID-19



Note: The Hillsborough County Market Index (HCMI) consists of the weighted average from five separate indicators, including the performance of the Hillsborough labor market, total county business sales, Florida consumer sentiment, Hillsborough single-family home sales, and small business optimism. The index collapsed to a reading of only 87.56 during the COVID-19 pandemic in April. April is the most recent month that all market data is available.

### 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 celebrated National Superhero Day by highlighting the Health Care Heroes serving Hillsborough County at the Raymond James Community Collection Site as part of a social media campaign. The team expanded the campaign of public appreciation by partnering with Cox Media Group to share messages of gratitude using the #MyHCHero hashtag, which continues to be shared on six local radio stations.

### 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>	May	78	80	79.5	82.0	85.8	-6.8%
<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>	May	< 8 hrs.	3.03	4.9	5.3	6.8	-55.4%
<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>	May	25	12	11	27	47	-74.5%
<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>	May	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	May	80%	86.7%	87.4%	88.9%	88.6%	-2.1%
<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>	May	4.75	5.00	--- (Covid-19)	--- (Covid-19)	4.67	7.1%
<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>	May	4.75	5.00	--- (Covid-19)	--- (Covid-19)	5.00	0.0%
<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>	May	88%	89.8%	89.0%	94.6%	92.3%	-2.7%
<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>	May	4.50	5.00	--- (Covid-19)	--- (Covid-19)	5.00	0.0%
<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>	May	4.50	5.00	--- (Covid-19)	--- (Covid-19)	4.25	17.6%
<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>	May	4.75	5.00	5.00	5.00	5.00	0.0%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	May	1,350	2,362	7,321	9,485	1,336	76.8%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	May	25,000	175,784	495,603	499,029	41,196	326.7%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	May	≥ 100.0	109.37	116.52	117.09	111.28	-1.7%
<b>CSSSI-MA3 b)</b>	May	≥ 100.0	114.33	113.80	112.16	110.09	3.9%
<b>Hillsborough County Market Index (HCMI)</b> Basket of local business & economic indicators for comparative purposes c)	Apr	≥ 100.0	87.56	101.43	104.18	103.94	-15.8%

**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.)

**Director's Special Feature**

Before the COVID-19 pandemic, CDM helped to plan and promote the first ever Hillsborough County Love Hillsborough event. The goal of the event was to increase community awareness of sustainable initiatives in Hillsborough County and encourage

residents to be more sustainable at home. Love Hillsborough reached over 250 attendees who enjoyed Tesla test drives and learned more about Hillsborough County and its partners.



**Comments from Department Directors and the Community**

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

Adrienne has been very responsive to the CELM director and staff when preparing and updating park/preserve information on the County's COVID-19 webpage. Adrienne analyzes the information provided by staff and always asks the right questions to ensure the public is properly informed. – *Forest Turbville, Director, Conservation & Environmental Lands Management*

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

I really admire how Michelle prepares us! I feel that she works 110% to ensure she has all the information for a media reply or event. – *John Muller, Director, Facilities Management Services*

**On Support from the Graphics Team:**

The graphics team did a wonderful job of converting a flyer I submitted into an eye pleasing masterpiece. – *David Isaac, Risk Management & Safety*

**CDM Senior Leadership Team**

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

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

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