



Index suggests customer service remained strong throughout the first half of 2020

For June 2020, the Communications & Digital Media Service Index closed at 109.39. This is virtually unchanged from May's 109.37 score and remains at the top end of the desired 100.0 to 110.0 target range. For the month, 12 of 13 customer service measurements achieved 94% of goal or better. The top three customer service indicators driving the June CDMSI were, in order of magnitude: 1) feedback from Hillsborough County directors on their experience working with CDM; 2) HTV program review score; and 3) social media engagement. These three customer service indicators accounted for 41% of the June score alone.

What impacted the index?

May 2020: 109.37
June 2020: 109.39

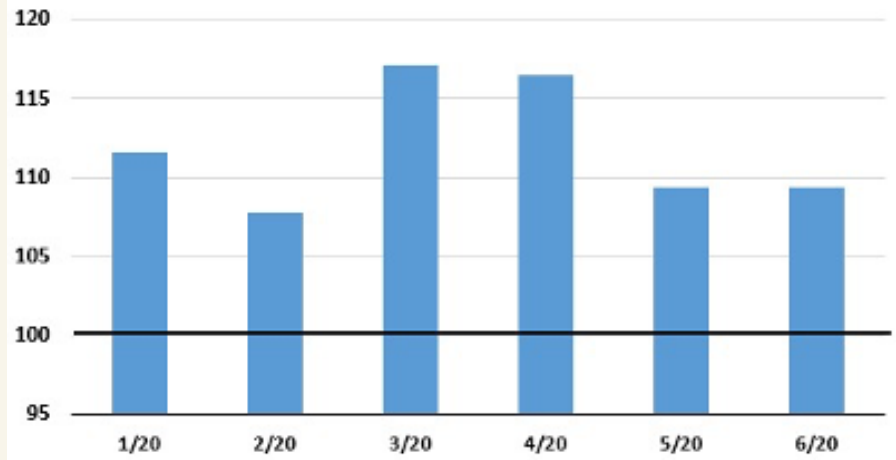
109.39 points

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

Vital Signs

No Slowdown in Customer Service

CDM's customer service index has held up through the first six months of 2020



In the Spotlight



As an aid to residents, CDM produces and distributes short video recaps after every Emergency Policy Group meeting. These valuable two-minute updates are shared via Facebook, Twitter, and Instagram.

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.

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>	June	78	81.4	80	79.5	90	-9.6%
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>	June	< 8 hrs.	4.4	3.3	4.9	3.7	18.9%
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>	June	25	20	12	11	57	-64.9%
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>	June	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	June	80%	85.3%	86.7%	87.4%	90.6%	-5.8%
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>	June	4.75	5.00	5.00	5.00	4.75	5.3%
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>	June	4.75	5.00	5.00	5.00	4.50	11.1%
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>	June	88%	90.1%	89.8%	89.0%	94.6%	-4.8%
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>	June	4.50	4.75	5.00	4.50	5.00	-5.0%
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>	June	4.50	4.75	5.00	4.75	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. <i>Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager.</i>	June	4.75	4.50	5.00	5.00	4.75	-5.3%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	June	1,350	4,212	2,362	7,321	1,419	196.8%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	June	25,000	437,313	175,784	495,603	51,203	754.1%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	June	≥ 100.0	109.39	109.37	116.52	115.91	-5.6%
CSSSI-MA3 b)	June	≥ 100.0	109.38	114.33	113.80	111.70	-2.1%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	May	≥ 100.0	84.00	84.72	101.43	101.3	-17.1%

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

CDM helped to plan and promote the Reduce Your Use campaign, a regional effort targeted at both businesses and residents. One successful aspect of the campaign was in getting local

businesses and their customers to take the pledge to reduce their use of single-use plastics, such as straws, plastic bags, and water bottles.

Comments from Department Directors and the Community

On CDM's Public Relations Specialists:

Andrea is always available and always provides helpful insight on messaging our customers. – Kimberly Byer, Director, Facilities Management Services

On CDM's Media Relations Strategists:

Michelle is very responsive and always follows up. Makes sure that our needs as a department are being met. – Patrick Minzie, Director, Children's Services

On Support from the Graphics Team:

The work was beyond excellent!! What a great team we have here at the County! – Mary S. Geesey, Mosquito Management Services

CDM Senior Leadership Team

Terry McElroy, Communications & Digital Media Director

Ana Mendez, Public Relations & Marketing Division Director

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