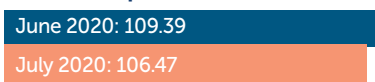




Index points to continued favorable customer service delivery into the summer

For July 2020, the Communications & Digital Media Service Index closed at 106.47, suggesting customer service efforts are running +6.47% better than expected. While this is down slightly from June's 109.39 result, a score of 106.47 is in the middle of the desired 100.0 to 110.0 target range. For the month, 11 of 12 reported customer service measurements achieved 94% of goal or better. The top three customer service indicators driving the July CDMSI were in order of magnitude: 1) both of the social media indicators; 2) Web Services reduced time needed to solve customer problems; and 3) both of the Hillsborough County department director surveys regarding the public relations specialists and the media relations specialists. These customer service indicators accounted for 48% of the July score alone.

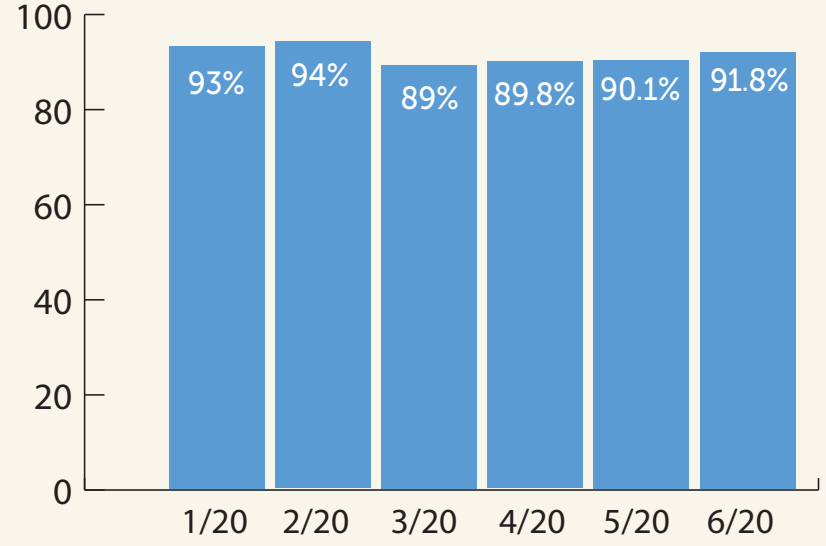
What impacted the index?



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

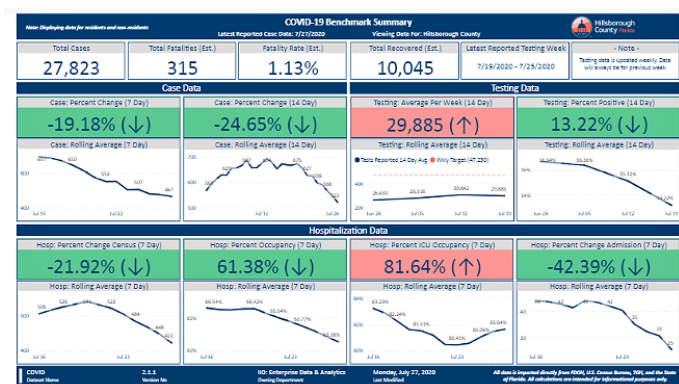
Vital Signs

The favorable media sentiment score has been steadily rising since the onset of the pandemic.



In the Spotlight

COVID-19 Data Dashboard



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.

To help residents make informed decisions to keep themselves and their families safe, the Information & Innovation Office partnered with CDM to launch the HCFLGov.net/Covid19Dashboard, a comprehensive COVID-19 coronavirus dashboard. The dashboard is an aggregate of important data such as testing numbers, positive cases, and the number of COVID-19 patients being treated in local hospital systems.

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
Productivity Indicators							
HTV: Final rating score 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>	July	78	83.5	81.4	80	73.9	13.0%
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>	July	< 8 hrs.	6.3	4.4	3.3	4.5	40.0%
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>	July	25	6	20	12	11	-45.5%
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>	July	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>	July	80%	82.6%	85.3%	86.7%	96.0%	-14.0%
PR Production: Citizen 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>	July	4.75	None	5.00	5.00	5.00	-
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>	July	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). <i>Source: Tim Davison - PR Production Manager.</i>	July	88%	91.8%	90.1%	89.8%	92.5%	-0.8%
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>	July	4.50	5.00	4.75	5.00	5.00	0.0%
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>	July	4.50	5.00	4.75	5.00	5.00	0.0%
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>	July	4.75	4.50	4.50	5.00	4.80	-6.3%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	July	1,350	3,127	4,212	2,362	1,589	96.8%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	July	25,000	323,534	437,313	175,784	41,785	674.3%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	July	≥ 100.0	106.47	109.39	109.37	107.87	-1.3%
CSSSI-MA3 b)	July	≥ 100.0	108.41	109.38	114.33	111.69	-2.9%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	June	≥ 100.0	93.70	83.73	87.72	101.33	-7.5%

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

On CDM's Public Relations Specialists:

Megan is responsive and provides everything she can to assist us with our needs.
– Rick Valdez, Director, Parks & Recreation

On CDM's Media Relations Strategists:

Chris is great. – Brandon Wagner, Chief Administrator, Government Relations & Strategic Services

CDM Senior Leadership Team

- Terry McElroy**, Communications & Digital Media Director
- Ana Mendez**, Public Relations & Marketing Division Director
- Terri Cordova-Hewitt**, Digital Media Services Division Director

Director's Special Feature

CDM helped Parks & Recreation in planning and promoting a robust virtual recreation program that includes many of the activities offered through its traditional programming. Activities like art lessons, scavenger hunts, dance exercises, and reading games are available at HCFLGov.net/VirtualRec.

Virtual Recreation

HC Virtual Recreation

Virtual Recreation is your digital connection to Hillsborough County Parks & Recreation and Hillsborough County Public Library Cooperative activities and crafts to live events and competitions. New content updated on a weekly basis.

Get Active **Get Connected**

Get Adaptive **Get Creative**

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