



August index suggests solid growth in customer service efforts

For August 2020, the Communications & Digital Media Service Index (CDMSI) closed at 108.81, indicating that the department's customer service efforts are running +8.81% better than expected. A figure of 108.81 puts the index near the upper end of the target 100.0 to 110.0 point range. Five of the 12 customer service measurements that make up the CDMSI improved in August. The positive measurements – beginning with the largest positive contributor – include HTV's program review, Graphics' customer service survey, PR Production's number of completed special recognitions, Media Relations' favorable media sentiment percentage (please see chart), and Web Services' webpage content feedback rating. It should be noted that during August, the CDMSI three-month moving average (CDMSI-MA3) closed at 108.22, nearly equal to its standalone score of 108.81. When the two figures move within 100 basis points of each other – especially on the higher end of the target range – it implies sustained high-quality customer service delivery.

What impacted the index?

July 2020: 106.47
August 2020: 108.81

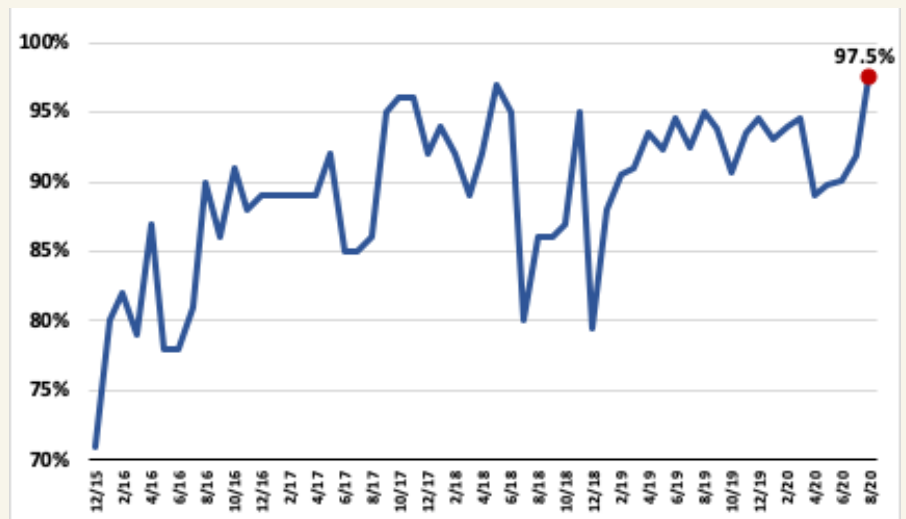
108.81
points

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

Chart of the Month

Media Relations

Favorable media sentiment rate at record high in August



In the Spotlight

#HillsboroughCares About Your Safety

Wear Your Face Covering

HCFLGov.net/StaySafe



CDM embarked on a paid and organic #HillsboroughCares campaign to coincide with the opening of brick-and-mortar schools. Digital billboards, print, radio, social media, and streaming media were all part of an effort to offer residents various helpful tips to keep safe during the COVID-19 coronavirus pandemic.

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
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>	Aug	78	91.8	83.5	81.4	89.4	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) <i>Source: Brian Roberts - Digital Engagement Manager.</i>	Aug	< 8 hrs.	7.1	6.3	4.4	4.3	65.1%
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>	Aug	25	8	6	20	20	-60.0%
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>	Aug	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>	Aug	80%	84.1%	82.6%	85.3%	91.7%	-8.3%
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>	Aug	4.75	None	None	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>	Aug	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>	Aug	88%	97.5%	91.8%	90.1%	95.0%	2.6%
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>	Aug	4.50	5.00	5.00	4.75	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>	Aug	4.50	5.00	5.00	4.75	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>	Aug	4.75	5.00	4.50	4.50	4.89	2.2%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	Aug	1,350	1,917	3,127	4,212	2,322	-17.4%
Social Media: Engagement Social Engagement growth across multiple platforms. <i>Source: Social Media Strategist.</i>	Aug	25,000	180,537	323,534	437,313	53,766	235.8%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Aug	≥ 100.0	108.81	106.47	109.39	114.23	-4.7%
CSSSI-MA3 b)	Aug	≥ 100.0	108.22	108.41	109.38	112.67	-3.9%
Hillsborough County Market Index (HCMI) Basket of local business & economic indicators for comparative purposes c)	July	≥ 100.0	95.50	91.60	83.54	102.20	-7.0%

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 recognize Hillsborough County Fire Rescue's newest firefighters at their socially distanced graduation ceremony. Nicknamed the "COVID Class," the group is the first to graduate under new Centers for Disease Control COVID-19 guidelines. During training, all 39 recruits were required to pass daily temperature checks, wear face coverings, and attend class and trainings completely outside.



Comments from Department Directors and the Community

On CDM's Public Relations Specialists:

Elisabeth is always ready to assist as needed. She presents fresh ideas and provides first class results. ~ Dennis Jones, Chief, Hillsborough County Fire Rescue

On CDM's Media Relations Strategists:

Todd is a very professional strategist and has good relationships with radio stations that enable the Hillsborough County Health Plan to reach its intended audience. ~ Gene Early, Director, Health Care Services 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

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