



## Index Suggests Slower but Strong Customer Service Growth in September

For September 2020, the Communications & Digital Media Service Index closed at 104.10, indicating that CDM’s customer service efforts are running +4.10% better than expected. This puts the index in the middle of the target 100.0 to 110.0 point range. September’s CDMSI was 471 basis points less than August, which is a significant swing in a single month. However, aberrations will occur over time, especially coming off a strong summer during which CDM staff redoubled its efforts to help County residents navigate the pandemic. This month, the three-month moving average (CDMSI-MA3), which closed September at 106.46, provides a better measurement of prevailing customer service delivery efforts.

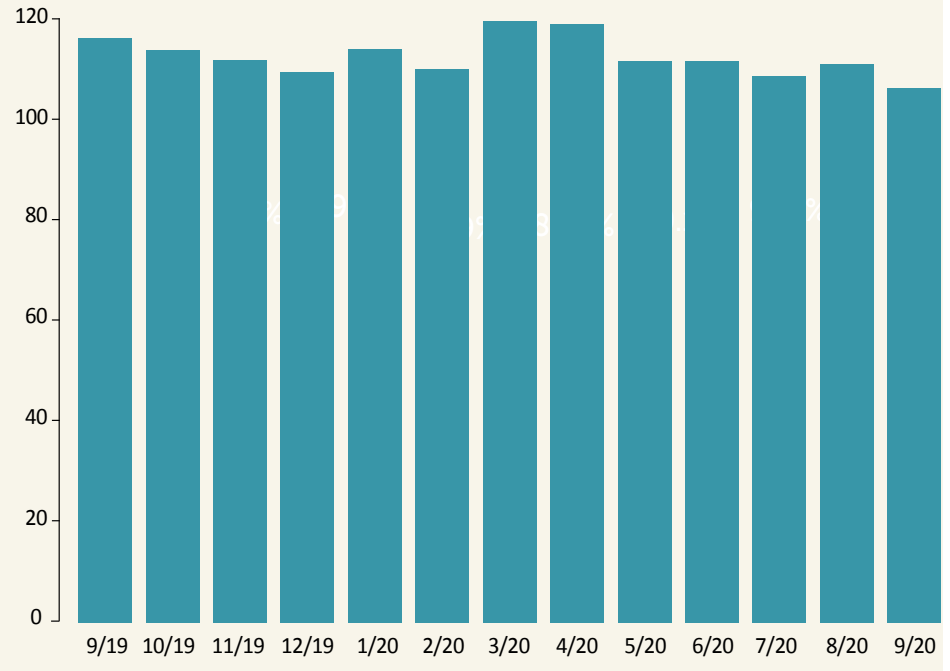
### What impacted the index?

August 2020: 108.81
September 2020: 104.10

104.10 points

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

### Chart of the Month



### 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.

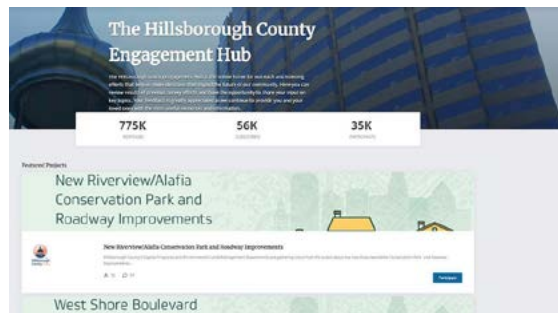
A reading of 100.0 for the index means that, taken together with their assigned weights, the 13 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all 13 indicators are exact-to-goal. Seldom will all 13 indicators be exactly at 100.0 points. Most often each indicator will be above (+100.0) or below (-100.0) their specific goal or historical baseline.

CDM customer service efforts accelerated during the outset of the pandemic and have remained above expectations as well as beyond Hillsborough County business/economic conditions.

Note: Scores above 100.0 indicate growth/exceeding goal.

### In the Spotlight

Digital Media launched The Hillsborough County Engagement Hub, an online portal designed for personal interactions between residents and County government.



Residents visiting [HCFLGov.net/HCEngagement](https://www.hcflgov.net/HCEngagement) can participate in surveys, view County projects, and offer valuable feedback.

### 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 % Change
<b>Productivity Indicators</b>								
<b>HTV – Final rating score</b> Median final rating for produced HTV events and shows by month. A score of 61.0 or better means exceeds goal. Source: Francesco Alessi - HTV Manager.		Sept	78	87.8	91.8	83.5	84.9	3.4%
<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) Source: Brian Roberts - Digital Engagement Manager.		Sept	<8 hrs.	7.2	7.1	6.3	5.3	-40%
<b>PR Production – Special recognitions</b> Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: Tim Davison - PR Production Manager.		Sept	25	15	8	6	25	0.0%
<b>Customer Feedback Indicators</b>								
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager		Sept	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. Source: Brian Roberts - Digital Engagement Manager.		Sept	80.00%	86.1%	84.1%	82.6%	91.1%	-5.5%
<b>PR Production: Citizen Survey</b> Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager		Sept	4.75	4.67	None	None	5.00	-6.6%
<b>PR Production: Internal User Survey</b> Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.		Sept	4.75	4.50	5.00	5.00	5.00	-10%
<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). Source: Tim Davison - PR Production Manager.		Sept	88.0%	92.4%	97.5%	91.8%	93.8%	-1.5%
<b>Media Relations: Dept. Director surveys</b> Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.		Sept	4.50	4.67	5.00	5.00	4.67	0.0%
<b>Public Relations: Dept. Director surveys</b> Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.		Sept	4.50	4.67	5.00	5.00	5.00	-6.6%
<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. Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager		Sept	4.75	5.00	5.00	4.50	4.83	3.5%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.		Sept	1,350	867	1,917	3,127	2,611	-66.8%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.		Sept	25,000	124,796	180,537	323,534	166,945	-25.2%
<b>Composite Indexes</b>								
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>		Sept	≥ 100.0	104.10	108.81	106.47	113.78	-8.5%
<b>CSSSI-MA3 b)</b>		Sept	≥ 100.0	106.46	108.22	108.41	111.96	-4.9%
<b>Hillsborough County Market Index (HCMi)</b> Basket of local business & economic indicators for comparative purposes c)		Aug	≥ 100.0	90.33	95.15	96.60	104.89	-13.9%

**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 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 vs. the customer service progress made by the Communications & Digital Media Department. (Details are available in a separate report.)

**Director's Special Feature**

CDM designed and promoted a Mosquito Media Day at the start of the peak mosquito breeding season. Media outlets were invited to visit Hillsborough County Mosquito Management to get a personal tour of the labs, facilities, vehicles, and state-of-the-art pest fighting tools.



**Comments from Department Directors and the Community**

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

*CDM has been extremely helpful in all support functions this unusual year (particularly in navigating our return to a hearing venue) and Andrea has been attentive to our operations including water regulation changes and enforcement, Fight the Blight and Animal Control highlights. ~ Joe Gross, Director, Code Enforcement*

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

*Chris is always great to work with. He also understands our business and is very helpful and proactive. The recent Mosquito Media Day that he organized is a great example, and went very well highlighting the great work of our team and generating a lot of interest.*

**On Support from the Graphics Team:**

*Great job. Always finding new ways to effectively and attractively format our publications. ~ Kevin Brickey, Management & Budget*

**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

**Copyright Notice:** Reproduction of this material, either written or electronically, including the general layout, graphics, analyses, and content topics without the express approval of Target Performance Systems, Inc., a Florida corporation, is forbidden without written consent. Thank you for your support of Communications & Digital Media and the Hillsborough County Government. Please contact Kimberly Howell at [HowellK@HCFCLGov.net](mailto:HowellK@HCFCLGov.net) with any questions or for further information.