



October Index Suggests Customer Service Growth Accelerates from September

For October 2020, the Communications & Digital Media Customer Service Index (CDMSI) closed at 106.01, indicating that CDM's customer service efforts are running +6.01% better than expected. A figure of 106.01 puts the index solidly in the middle of the targeted 100.0 to 110.0 point range. October's CDMSI was up nearly two full points (191 basis points) from September's 104.10 score. With regard to the strong month-over-month gain, the top three contributing customer service measurements were in order of magnitude: 1) the survey of department directors regarding CDM's Public Relations specialists; 2) the perfect score received from internal users of the Public Relations Production Team's services; and 3) the survey of department directors regarding CDM's Media Relations specialists.

What impacted the index?

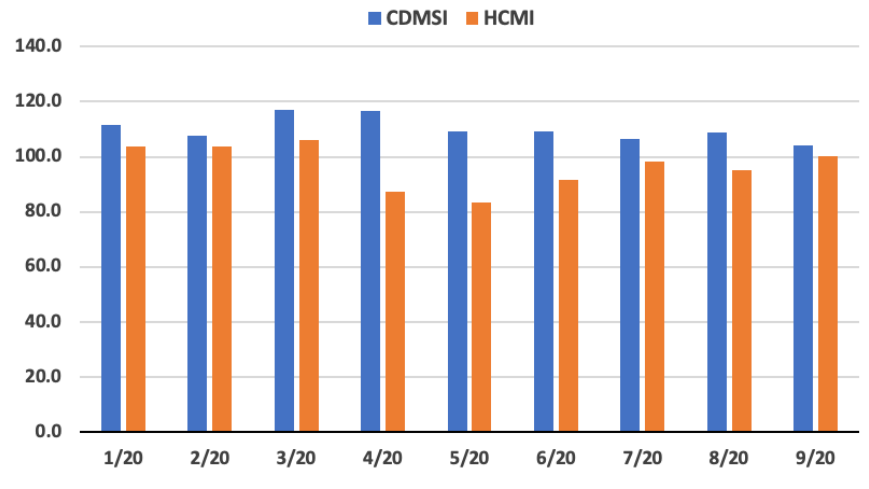
September 2020: 104.10
October 2020: 106.001

106.01 points

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

Chart of the Month

CDM customer service efforts have consistently outperformed Hillsborough County market conditions in 2020



The CDMSI has exceeded the performance of local economic indicators every month this year through September, such as labor market growth, housing activity, commercial bank performance, and several others (Hillsborough County Market Index or HCMI; Oct. 2020 unavailable as reporting data lags). For example, in September, the CDMSI finished at 104.10 versus 100.34 for the HCMI, nearly four points higher. This is significant because when CDM's customer service efforts are outpacing the natural growth rate of the county, it suggests a high rate of return for the community.

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

With many County employees telecommuting this year, outreach was more important than ever to inform, engage, and encourage them to be active participants when choosing benefits during the Open Enrollment period. CDM served in the role of internal support for Human Resources and promoted Open Enrollment in a strategic manner using email, COIN, and at-home communication to notify employees of the Well4Life Fair, numerous webinars, online chats, and step-by-step instructions for making selections.

Hillsborough County Florida Human Resources WELL4LIFE

Important Benefits Information for Hillsborough County Employees

It's Time to Select, Change, Confirm, or Waive Your Benefits!

1. Review the CDMSI Open Enrollment Page
2. Review the Member & Dependents Health Plan
3. Enroll in 2021 Benefits and 2022 Premium Rates
4. Attend a Benefits Meeting
5. Consider a One-on-One Benefits Counseling
6. Complete Your Benefits Election

Follow the Roadmap to a Better Year! FINISH

Open Enrollment Oct. 19 through Nov. 6

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.

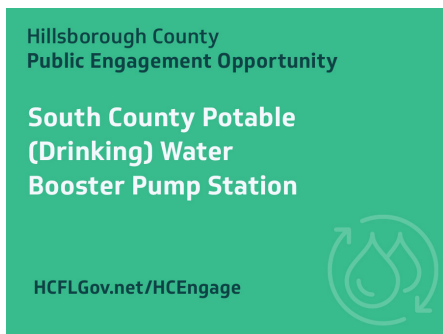
Customer Service Indicators		Latest Date	Goal	Latest Data	Prior Month	Two Months Ago	Year Ago	Year-Over-Year % Change
Productivity Indicators								
HTV – Final rating score Median final rating for produced HTV events and shows by month. A score of 61.0 or better means exceeds goal. Source: Francesco Alessi - HTV Manager.		Oct	78	86.3	87.8	91.8	87.9	-1.8%
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) Source: Brian Roberts - Digital Engagement Manager.		Oct	<8 hrs.	7.8	7.2	7.1	5.6	39.3%
PR Production – Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: Tim Davison - PR Production Manager.		Oct	25	15	15	8	20	-25.0%
Customer Feedback Indicators								
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager		Oct	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.		Oct	80.00%	89.1%	86.1%	84.1%	98.1%	-9.2%
PR Production: Citizen Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager		Oct	4.75	4.75	4.67	None	5.00	-5.0%
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.		Oct	4.75	5.00	4.50	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). Source: Tim Davison - PR Production Manager.		Oct	88.0%	95.0%	92.4%	97.5%	90.7%	4.7%
Media Relations: Dept. Director surveys 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.		Oct	4.50	5.00	4.67	5.00	4.67	7.1%
Public Relations: Dept. Director surveys 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.		Oct	4.50	5.00	4.67	5.00	4.67	7.1%
Graphics: Creativity 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		Oct	4.75	5.00	5.00	5.00	5.00	0.0%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.		Oct	1,350	663	867	1,917	1,865	-64.5%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.		Oct	25,000	78,632	124,796	180,537	65,510	20.0%
Composite Indexes								
Communications & Digital Media Service Index (CDMSI) a)		Oct	≥ 100.0	106.01	104.10	108.81	111.49	-4.9%
CSSSI-MA3 b)		Oct	≥ 100.0	106.30	106.46	108.22	113.17	-6.1%
Hillsborough County Market Index (HCMi) Basket of local business & economic indicators for comparative purposes c)		Sept	≥ 100.0	100.34	94.93	98.30	103.35	-2.9%

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 helped to launch and promote the virtual public engagement opportunity for the South County Drinking Water Pump Station. This was the first opportunity of its kind on the new Hillsborough County Engagement Hub. Participants had the chance to watch a project overview video, review project details, and offer comments.



Comments from Department Directors and the Community

On CDM's Public Relations Specialists:

We were the first out of the chute with a virtual public awareness meeting. It was especially successful and very professionally pulled together. – Beth Schinella, Director, Water Resources

On CDM's Media Relations Strategists:

Todd is insightful and supportive in guiding me through media situations. – Cheryl Howell, Director, Affordable Housing

On Support from the Graphics Team:

The graphics team continues to make great, informative, eye pleasing handouts for our clients. I continue to be amazed by their creations. Thank you and only wish they could teach me how to do it. – Brian Taylor, Aging 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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