



## Index Suggests Improved Customer Service Efforts in November

For November 2020, the Communications & Digital Media Department Customer Service Index (CDMSI) closed at 110.27, indicating that CDM’s customer service efforts are running +10.27% better than expected. A reading of 110.27 puts the index at the upper end of the targeted 100.0 to 110.0 point range. November’s CDMSI was up over four full points (426 basis points) from October’s 106.01 score. With regard to the positive month-over-month progress, the top three contributing customer service measurements were in order of magnitude: 1) social media engagement (57,411 events); 2) special recognitions and awards produced (32 - please see chart); and 3) feedback survey results regarding webpage content (90.1% favorable). There were no real significant laggards versus goal in November besides the number of new social media followers, which finished at 1,087 equating to about 81% of plan.

### What impacted the index?

October 2020: 106.01
November 2020: 110.27

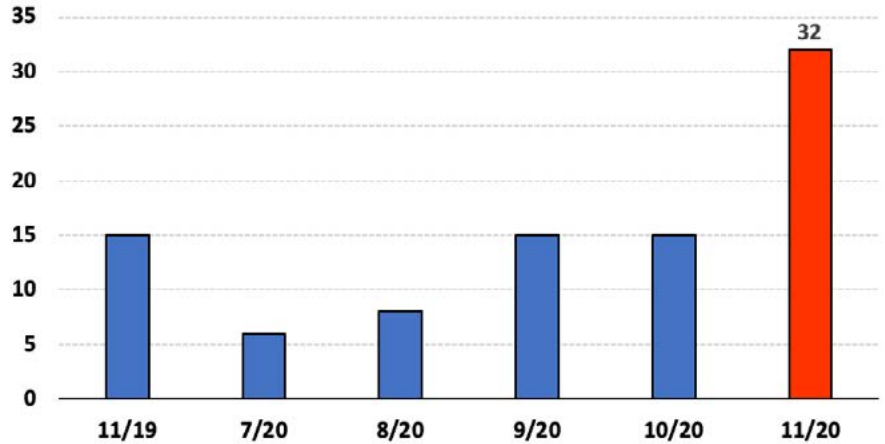
110.27 points

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

### Chart of the Month

#### Special Recognitions & Awards

Number prepared by the PR Production team is up sharply from the summer months and one year ago



### 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



CDM embarked on an aggressive paid and organic “Spread Love. Not Germs.” holiday safety campaign to help stop the spread of the COVID-19 coronavirus. Digital billboards, print, radio, social media, and streaming media were all part of an effort to encourage residents to take the pledge at [HCFLGov.net/HolidayPledge](https://www.hcflgov.net/HolidayPledge) to keep their families safe.

### 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.	Nov	78	87.63	86.3	87.8	80.9	8.3%
<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.	Nov	<8 hrs.	7.3	7.8	7.2	5.1	43.1%
<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.	Nov	25	32	15	15	15	113.3%
<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	Nov	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.	Nov	80.00%	90.1%	89.1%	86.1%	91.6%	-1.6%
<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	Nov	4.75	NA	4.75	4.67	5.00	---
<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.	Nov	4.75	5.00	5.00	4.50	5.00	0.0%
<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.	Nov	88.0%	98.0%	95.0%	92.4%	93.5%	4.8%
<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.	Nov	4.50	5.00	5.00	4.67	5.00	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.	Nov	4.50	4.50	5.00	4.67	4.67	-3.6%
<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	Nov	4.75	4.88	5.00	5.00	4.92	-0.8%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Nov	1,350	1,087	663	867	2,359	-53.9%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Nov	25,000	57,411	78,632	124,796	76,653	-25.1%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Nov	≥ 100.0	110.27	106.01	104.10	109.54	0.7%
<b>CSSSI-MA3 b)</b>	Nov	≥ 100.0	106.79	106.30	106.46	111.60	-4.3%
<b>Hillsborough County Market Index (HCMi)</b> Basket of local business & economic indicators for comparative purposes c)	Oct	≥ 100.0	101.25	100.11	94.93	103.36	-2.0%

**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 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 promote and attract media attention to the first ever Parking Lot Bingo event for clients of Hillsborough County Aging Services. This fun, socially distanced activity engaged those residents that are most vulnerable to the pandemic and gave them a chance to socialize with friends in the program.

**Comments from Department Directors and the Community**

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

*The entire Communications team continuously adapts to the current situation and exhibits responsiveness and creativity in our highlighted events.*  
 – Frank Strom, Director, Consumer & Veterans Services

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

*José has done an excellent job of keeping the media interested in covering our programs, events, and services.*  
 – Francis Brea, General Manager, 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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