



Index Opens the New Year with Growth in Customer Service

For January 2021, the Communications & Digital Media Service Index (CDMSI) closed at 105.10, indicating that CDM's customer service efforts were running +5.10% better than expected. The reading also represents a +0.21% improvement from December 2020. The three-month moving average (CDMSI-MA3) closed January at 107.68, suggesting even greater strength. The CDM customer service indicator that added the most value to the CDMSI's month-over-month gain was Web Service's 2.5-hour decrease in the average amount of time needed to resolve customer issues. The CDM customer service indicator that contributed the most value to the final January CDMSI result was the average HTV program review score of 90.9 points, which came in well above its monthly goal of 78.0 points.

What impacted the index?

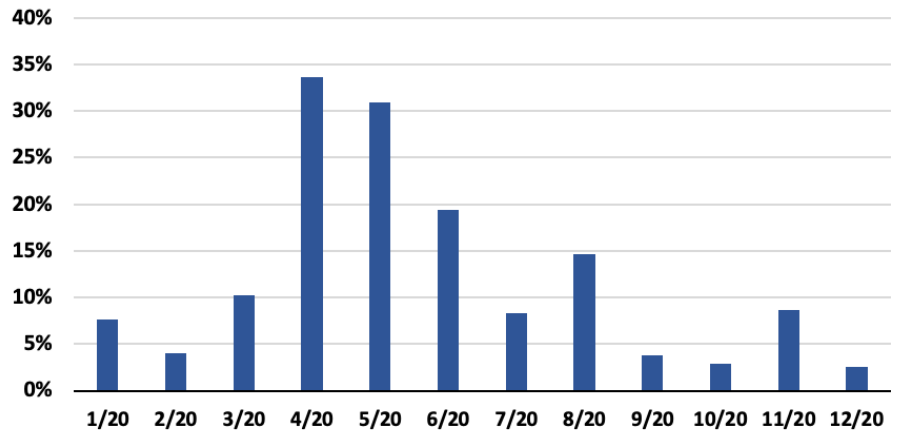
December 2020: 104.88
January 2021: 105.10

105.10 points

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

Chart of the Month

A High Return to the Hillsborough Community
CDM's customer service efforts outperformed Hillsborough County's business & market conditions during each month last year despite the pandemic.



The bars in the chart illustrate how the CDMSI percentages exceeded the Hillsborough County Market Index (HCMI) during 2020. The HCMI consists of a basket of local economic variables, such as growth in the labor force, total business sales, and local bank loan portfolio performance, among others. For 2020, the CDM staff's customer service delivery exceeded the HCMI by a median rate of +8.5%, which is very favorable. When any government staff's customer service efforts consistently exceed the growth of the citizens/market they serve, that represents stellar customer service, indicating the community is getting a high return on their investment.

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 successfully branded and promoted the launch of HillsGovHub, Hillsborough County's new permitting and licensing portal. HillsGovHub's implementation makes permitting, paying fees, licensing, scheduling, and status updates simple to use for contractors, businesses, and residents.

A new online experience

HillsGovHub

Real-time permit and inspection information from the field.

Coming soon!

Sign up for updates

Hillsborough County | Florida

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.	Jan	78	90.90	88.30	87.63	90.80	0.1%
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.	Jan	<8 hrs.	5.8	8.3	7.3	5.4	7.4%
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.	Jan	25	10	9	32	25	-60.0%
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	Jan	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.	Jan	80.00%	83.7%	88.7%	90.1%	91.1%	-8.1%
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	Jan	4.75	4.50	5.00	NA	5.00	-10.0%
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.	Jan	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). Source: Tim Davison - PR Production Manager.	Jan	88.0%	85.0%	97.0%	98.0%	93.0%	-8.6%
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.	Jan	4.50	5.00	4.67	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. Source: Monthly CDM customer surveys sent electronically to random department managers.	Jan	4.50	4.33	4.67	4.50	5.00	-13.4%
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	Jan	4.75	5.00	4.88	4.88	4.75	5.3%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Jan	1,350	1,236	1,420	1,087	929	33.0%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Jan	25,000	147,715	124,194	57,411	34,678	326.0%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Jan	≥ 100.0	105.10	104.88	110.27	111.61	-5.8%
CSSSI-MA3 b)	Jan	≥ 100.0	107.68	107.05	106.79	109.45	-1.6%
Hillsborough County Market Index (HCMi) Basket of local business & economic indicators for comparative purposes c)	Dec	≥ 100.0	102.25	101.44	103.07	107.27	-4.7%

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



The CDM team worked with Homeless Services and its community partner Tampa Hillsborough Homeless Initiative prior to the annual Point-in-Time (PIT) Count to promote the need for volunteers and donations that are necessary to conduct the PIT Count properly.

Comments from Department Directors

- On CDM's Public Relations Specialists:**
The Annual Point-in-Time Count was a project that was supported by Megan. The outcome was successful in getting County employees engaged in volunteering and donating supplies.
- Felicia Crosby-Rucker, Director, Homeless Services
- On CDM's Media Relations Strategists:**
Michelle's preparation and work ethic are excellent.
- John Muller, Director, Facilities Management Services
- On Support from the Graphics Team:**
Beth's follow up and professionalism helped our team stay within our projected timeline for completion.
- Bianca Hatten, Public Works

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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