



Index Suggests Customer Service Efforts Off to an Excellent Start for 2021

For February 2021, the Communications & Digital Media Service Index (CDMSI) closed at 107.18, indicating that CDM’s customer service efforts were running +7.18% better than expected. This result follows a very positive January index, which finished at 105.10. Of important note is the CDMSI is currently at a level nearly equal to February 2020 (107.79), before the pandemic became a serious local and national issue (please see table for year-over-year comparison). During February, 12 of the 13 CDM customer service indicators achieved 96% of goal or better, which helps to illustrate the strong overall 107.18 score. The only customer service indicator that finished off goal was the special recognitions created by the PR Production team, and this is due to forces outside of their control. This customer service indicator is expected to increase to its normal level as the pandemic wanes.

What impacted the index?

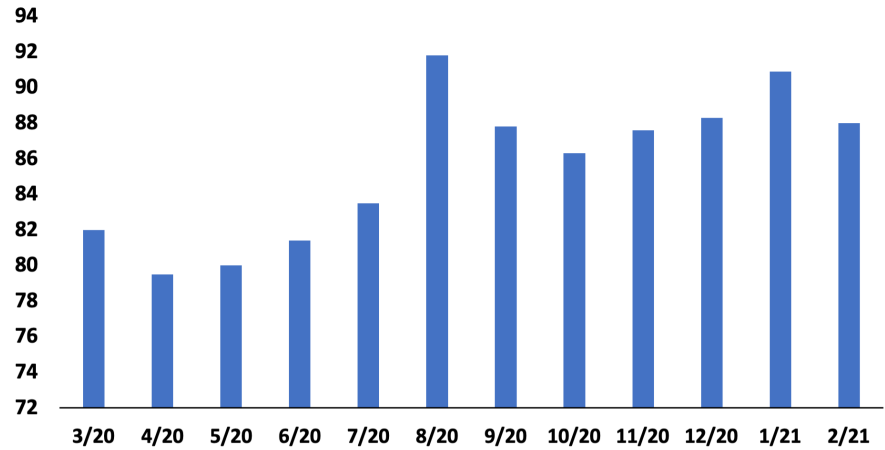
| |
|-----------------------|
| January 2021: 105.10 |
| February 2021: 107.79 |

107.79
points

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

Chart of the Month

HTV Program Review growth since the outset of the pandemic



The chart illustrates the overall monthly scores from HTV’s combined projects during the month. Examples of factors that go into the overall score include complexity, timeliness, errors, and technical aspects among other variables. The monthly goal is 78 points or higher, a target that has been achieved throughout the COVID-19 pandemic. This customer service indicator falls within the “productivity” class and accounts for 16.5% of the overall CDMSI, making it one of the most important metrics in the mix.

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

COVID-19 Vaccine Information

Get the latest information about the County’s vaccine efforts.

[Read More](#)



CDM consistently reviews and updates the COVID-19 coronavirus vaccine web pages on Hillsborough County’s website. The information has been organized for users to easily find resources and helpful information based on different options for the vaccine from state, County, and federal sites.

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. | Feb | 78 | 88.00 | 90.90 | 88.30 | 82.60 | 6.5% |
| 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. | Feb | <8 hrs. | 6.3 | 5.8 | 8.3 | 5.1 | 23.5% |
| 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. | Feb | 25 | 12 | 10 | 9 | 27 | -55.6% |
| 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 | Feb | 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. | Feb | 80.00% | 87.1% | 83.7% | 88.7% | 91.4% | -4.7% |
| 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 | Feb | 4.75 | 5.00 | 4.50 | 5.00 | 5.00 | 0.0% |
| 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. | Feb | 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. | Feb | 88.0% | 96.7% | 85.0% | 97.0% | 94.0% | 2.9% |
| 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. | Feb | 4.50 | 5.00 | 5.00 | 4.67 | 4.50 | 11.1% |
| 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. | Feb | 4.50 | 4.67 | 4.33 | 4.67 | 4.75 | -1.7% |
| 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 | Feb | 4.75 | 4.88 | 5.00 | 4.88 | 4.75 | 2.7% |
| Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist. | Feb | 1,350 | 1,298 | 1,236 | 1,420 | 900 | 44.2% |
| Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist. | Feb | 25,000 | 63,035 | 147,715 | 124,194 | 30,266 | 108.3% |
| Composite Indexes | | | | | | | |
| Communications & Digital Media Service Index (CDMSI) a) | Feb | ≥ 100.0 | 107.18 | 105.10 | 104.88 | 107.79 | -0.6% |
| CSSSI-MA3 b) | Feb | ≥ 100.0 | 105.72 | 107.68 | 107.05 | 108.87 | -2.9% |
| Hillsborough County Market Index (HCMi) Basket of local business & economic indicators for comparative purposes c) | Jan (lags 1 month) | ≥ 100.0 | 101.82 | 101.96 | 101.44 | 103.41 | -1.5% |

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.)

Comments from Department Directors

On CDM's Public Relations Specialists:
Jacquelyn worked with our department to guide the communication strategy and branding for HillsGovHub, our new online permitting system. During the HillsGovHub launch, we wanted to create a wealth of information that would be easily available to the public to help them navigate the new program and procedures. We tried to cover as many topics as possible and increase awareness of the change through various channels in order to help the public prepare ahead of time. She was instrumental on this effort.
- Jose Fernandez, Business Manager II, Development Services

On CDM's Media Relations Strategists:
Michelle helps us walk a delicate balance of promoting things that are beneficial to the public while tactfully navigating any topics that could be inflammatory if mismanaged. She brings an extensive knowledge of the media landscape to help further our goals.
- Jose Fernandez, Business Manager II, Development 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

Director's Special Feature



The HillsGovHub communications plan/campaign helped with a successful launch of the program, which included several departments (IIO, Development Services, a steering committee) and required the involvement and management of multiple teams within Communications.

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