



Index Suggests Customer Service Efforts Increased Further in March

For March 2021, the Communications & Digital Media Service Index (CDMSI) closed at 110.87, indicating that CDM's customer service efforts were running +10.87% better than expected. The very favorable March reading puts the first quarter average customer service score at 107.72, well inside the desired 100.00 to 110.0 point range. This result illustrates that 2021 has gotten off to a very successful beginning in terms of CDM's customer service delivery efforts. The top three customer service measurements driving the month-over-month gain to the 110.87 final score were in order of contribution: 1) HTV Program Review (record month - see chart); 2) Public Relations special recognitions created (18); and 3) the average Public Relations directors' survey score (5.00 – maximum possible).

What impacted the index?

February 2021: 107.79
March 2021: 110.87

110.87 points

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

Chart of the Month

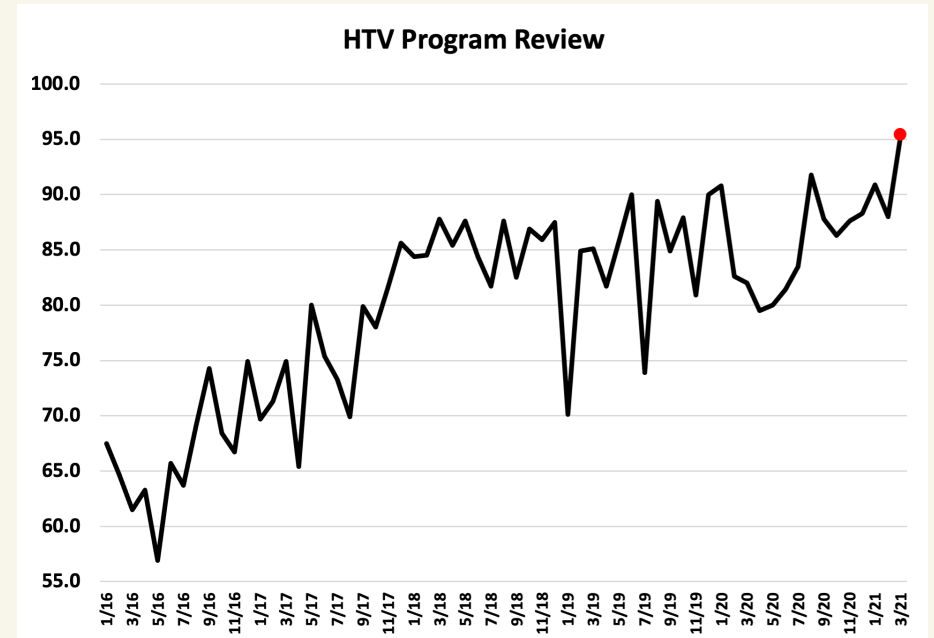


Chart Summary: The chart illustrates the overall monthly scores from HTV's combined projects since 2016. March 2021 was a record month for HTV over the past five and quarter years, closing with an overall score of 95.4 points. In terms of the CDMSI's March 2021 gain of 369 basis points from February, it was the HTV Program Review customer service measurement that contributed the most, adding +157 basis points to the customer service gain for the entire CDM department.

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

Since March 2020, the Communications & Digital Media team has been proactively communicating to residents about COVID-19, including information on the best practices to limit the spread, the County mask mandate and social distancing, testing locations and procedures, and vaccine locations and options.



"The team is very professional and thorough. Great team players willing to go the extra mile. They are well prepared and make sure we are prepared. They have been rock solid for the duration of this activation." - Timothy Dudley, Jr., Office of Emergency Management Director

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.	Mar	78	95.40	88.00	90.90	82.00	16.3%
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.	Mar	<8 hrs.	6.5	6.3	5.8	5.3	22.6%
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.	Mar	25	18	12	10	27	-33.3%
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	Mar	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.	Mar	80.00%	88.4%	87.1%	83.7%	88.9%	-0.6%
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	Mar	4.75	5.00	5.00	4.50	NA (Covid)	---
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.	Mar	4.75	5.00	5.00	5.00	NA (Covid)	---
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.	Mar	88.0%	97.1%	96.7%	85.0%	94.6%	2.6%
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.	Mar	4.50	5.00	5.00	5.00	NA (Covid)	---
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.	Mar	4.50	5.00	4.67	4.33	NA (Covid)	---
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	Mar	4.75	5.00	4.88	5.00	5.00	0.0%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Mar	1,350	1,009	1,298	1,236	9,485	-89.4%
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Mar	25,000	77,937	63,035	147,715	499,029	-84.4%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	Mar	≥ 100.0	110.87	107.18	105.10	117.09	-5.3%
CSSSI-MA3 b)	Mar	≥ 100.0	107.72	105.72	107.68	112.16	-4.0%
Hillsborough County Market Index (HCMi) Basket of local business & economic indicators for comparative purposes c)	Feb (lags 1 month)	≥ 100.0	102.34	102.03	102.12	104.01	-1.6%

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:
Adrienne does well to follow up with us and to ensure that projects are completed in a timely and efficient manner. Recently, she worked with us to coordinate with HTV on the virtual grand opening of the Riverview Public Library.
- Chely Cantrell, Library Brand Innovation Officer



On CDM's Media Relations Strategists:
Michelle always works to gain Library Services media coverage. She is diligent in positioning the department well with local media. She also does an excellent job of coaching and mentoring staff for media interviews. She makes them feel supported and shares her expertise with them in a way that makes them feel comfortable.
- Chely Cantrell, Library Brand Innovation Officer



Director's Special Feature

The Emergency Rental Assistance Program launched for residents who are past due on their rent or electric bills. The program was spearheaded by Social Services, with Communications & Digital Media taking the lead to announce the program to Hillsborough County residents, including communicating the qualifications and how to apply.



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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