



## April Index Shows Strong Increase in Customer Service Efforts

For April 2021, the Communications & Digital Media Service Index (CDMSI) closed at 110.97, indicating that CDM’s customer service efforts were running +10.97% better than plan. Twelve of the 13 customer service measurements achieved 92% of goal or better for the month. The top performing metrics versus their goals were: 1) Social media engagement; 2) PR Production’s special recognitions and awards; and 3) the average amount of time required by Web Services to resolve a problem. As is the case in prior years, once the CDMSI begins to consistently achieve overall scores near 110.0 or higher, it is time to revisit the individual customer service goals. This is because CDM has shown over time that their monthly standards, which are initially set at a high bar, can and will be achieved by the staff.

### What impacted the index?

March 2021: 110.87
April 2021: 110.97

**110.97** points

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

### Chart of the Month

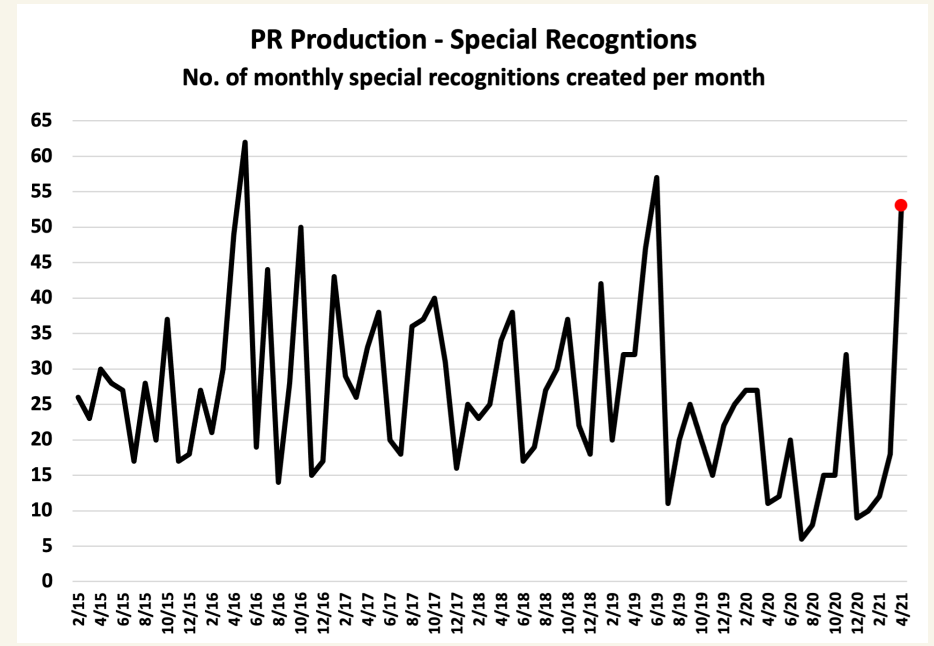


Chart Summary: As the COVID-19 recovery across the community continue to grow, the PR Production Special Recognitions surged to its third best month on record during April. While this measure is largely out of the team’s control, the indicator helps quantify the valuable production time that the team spends on special awards and recognitions, products that are highly visible. It also reflects the degree to which the County and the community as a whole are rebounding from the pandemic and returning to normal life, including recognizing the many outstanding contributions of residents and employees. Special recognitions account for 6.0% of the overall CDMSI.

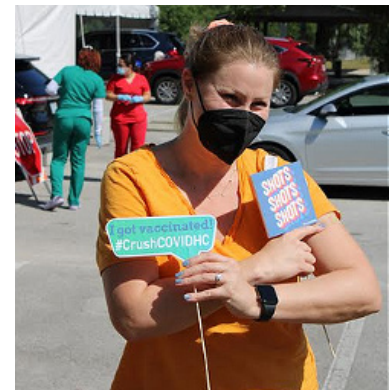
### What is the CDM Service Index?

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

Communications & Digital Media coordinated vaccine promotions with iHeart Radio, which included several DJs receiving their vaccine and posting about it on social media or discussing it on-air. Hillsborough County and Crush COVID sponsored 93.3’s “Double Shot Weekend” promoting vaccines for all adults.



### 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.	Apr	78	87.00	95.40	88.00	79.50	9.4%
<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.	Apr	<8 hrs.	6.4	6.5	6.3	4.9	30.6%
<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.	Apr	25	53	18	12	11	381.8%
<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	Apr	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.	Apr	80.00%	83.7%	88.4%	87.1%	87.4%	-4.2%
<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	Apr	4.75	5.00	5.00	5.00	NA (COVID)	---
<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.	Apr	4.75	4.40	5.00	5.00	NA (COVID)	---
<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.	Apr	88.0%	93.8%	97.1%	96.7%	89.0%	5.4%
<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.	Apr	4.50	4.50	5.00	5.00	NA (COVID)	---
<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.	Apr	4.50	4.50	5.00	4.67	NA (COVID)	---
<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	Apr	4.75	4.88	5.00	4.88	5.00	-2.4%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Apr	1,350	1,061	1,009	1,298	7,321	-85.5%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Apr	25,000	76,524	77,937	63,035	495,603	-84.6%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Apr	≥ 100.0	110.97	110.87	107.18	116.52	-4.8%
<b>CSSSI-MA3 b)</b>	Apr	≥ 100.0	109.68	107.72	105.72	113.80	-3.6%
<b>Hillsborough County Market Index (HCMi)</b> Basket of local business & economic indicators for comparative purposes c)	Mar (lags 1 month)	≥ 100.0	107.63	100.23	102.03	102.38	5.1%

**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's management of the public engagement site has increased awareness of projects. For example, the Apollo Beach road construction public engagement site has received over 3,000 views.

- James E. Hudock, director, Capital Programs department

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

Chris provides guidance/assistance and offers suggestions on how to respond to certain media inquiries and the best course of action. He follows-up with timely responses and often prevents stories from escalating in the media.

- James E. Hudock, director, Capital Programs department

**On CDM's Graphics Team:**

The brochure looks great and it has a great double duty for our teams to print off and show the different programming at different locations.

- Dana McDonald, Parks & Recreation

**Director's Special Feature**



Communications & Digital Media promoted Solid Waste's new program where bicycles taken to the community collection centers are recovered and donated to Children's Services. CDM garnered several media interviews, including with Telemundo, the Osprey Observer, ABC Action News, and several radio stations

**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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