



October 2017

Index rises slightly despite challenges from Hurricane Irma

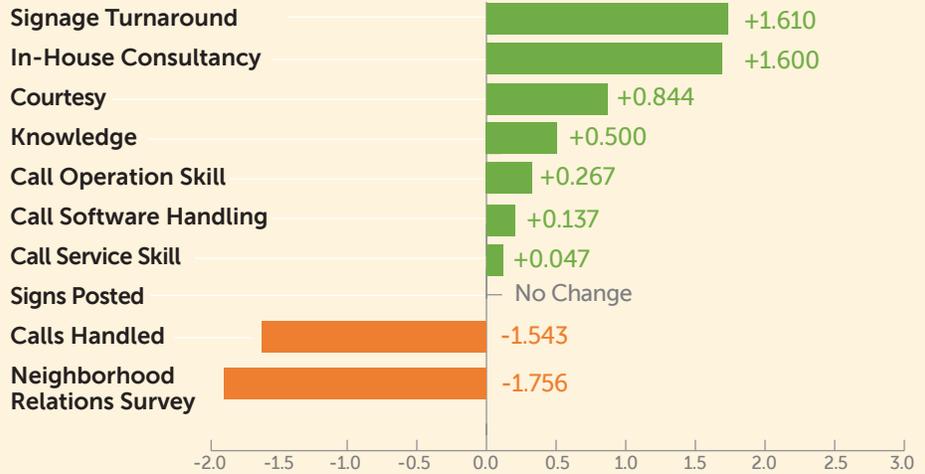
The Customer Service & Support Service Index (CSSSI) for October closed slightly higher with a reading of 101.94 points, meaning that the department's 10 monthly customer service indicators collectively finished +1.94% ahead of plan. This is noteworthy because no adjustments were made to September's data to account for Hurricane Irma. While the entire department became call center support during the hurricane, the normal operational services of the Citizen Engagement division continued and in-house consultancy resumed when the volume of storm-related calls ceased. The top three performing indicators, as compared to their goals and in order of magnitude, were 1) Citizen Engagement's signs posted per person per month, compared with the three month moving average (156), 2) Quality Assurance's in-house customer service consulting time as a percentage of the total available time (93%), and 3) Citizen Engagement's signage turnaround rate (100%).

October Service Index 101.936

September Service Index 101.324

+61.2 basis points

What impacted the index?



The CSSSI rose by 61.2 basis points over last month, closing at 101.936 (from 101.324), as a result of the above changes.



Customer Service Representatives' Phone Call Evaluation

"Controlled the call – Balanced good service with length of call while considering needs of customer"

This past month, 11 customer service representatives collectively scored 4.05 out of 5 on this assessment. Comparing this result to their average score of 3.91 over the past three months demonstrates the team's continued commitment to customer service.

What is the CSS Service Index?

The index is a weighted average of results from 10 indicators within the Customer Service & Support (CSS) department's four sections: Customer Service (Call) Center, Neighborhood Relations, Citizen Engagement, and Quality Assurance. The customer service indicators are displayed in the table. Certain indicators carry more weight than others when the final monthly CSSSI is calculated. A reading of 100.0 for the index means that taken together with their assigned weights, the 10 CSS service indicators are meeting goal. However, the CSSSI is a composite score and a reading of 100.0 does not imply that all 10 indicators are precisely at their respective targets. Seldom will all 10 indicators be exactly at 100.0 points. Most often, each indicator will be above (+100.0) or below (-100.0) its specific goal or historical baseline.

What do the Numbers Mean?

100+ On Track

Every one point (1.0) change in the index implies a +/- 1.0% change in customer service. When the index is below 100.0 it means that overall customer service is not meeting goal. Ideally, the index would be both above 100.0 and rising over time.

CSS Senior Leadership Team

Gema Alvaré

Customer Service & Support Director

Steve Valdez

Customer Engagement Division Director



Comments on Neighborhood Relations Initiatives

Neighborhood organizations were asked to rate the Office of Neighborhood Relations in providing information and responding to concerns related to Hurricane Irma.

- *I believe Hillsborough County prepared residents well in advance for Irma and that benefited both the county & residents. Post hurricane efforts were very efficient.*
- *Great job sending out notification and updates. Communication and honesty up front is what makes an organization appreciated! Well done!*
- *What I appreciated the most were the informative and timely warnings and updates by email before the hurricane and the advisements for recovery after the hurricane had passed.*

Components of the CSSI

	Weight	Goal	5/17	6/17	7/17	8/17	9/17	
EFFICIENCY INDICATORS	Citizen Engagement: Signage Turnaround Percentage of signs placed and removed within the allotted time frames. <i>Source: José Tejada – Senior Supervisor</i>	10.00%	95.0%	100%	100%	100%	100%	100%
	Citizen Engagement: Signs Posted Signs posted per staff person per month for public notices, meetings and hearings (3-month moving average). <i>Source: José Tejada – Senior Supervisor</i>	5.00%	+3 MA	99	105	163	151	156
	Call Center: Calls Handled Ratio of calls answered to total inbound calls presented. <i>Source: Michael Salak – Call Center Manager</i>	5.00%	94.0%	97.0%	97.0%	96.0%	95.0%	66.0%
	CSSSI - Efficiency Subindex	20.00%	≥ 100.00	93.5	92.2	108.2	103.8	104.3
CUSTOMER FEEDBACK INDICATORS	Quality Assurance: Courtesy Percentage of online survey respondents rating customer service call takers as 'very courteous'. <i>Source: Jennifer Hall - Quality Assurance Manager</i>	7.50%	80.0%	100.0%	85.0%	90.5%	75.0%	84.0%
	Quality Assurance: Knowledge Percentage of online survey respondents rating the customer service call takers as 'very knowledgeable'. <i>Source: Jennifer Hall - Quality Assurance Manager</i>	2.50%	60.0%	71.4%	55.0%	76.2%	60.0%	48.0%
	Neighborhood Relations Survey feedback from a recent Neighborhood Relations event or activity on a 1 to 5 scale with 5 being highest. <i>Source: Wanda Sloan and Stephanie Agliano – Neighborhood Liaison</i>	10.00%	4.50	4.68	4.54	4.52	4.61	4.40
	CSSSI – Customer Feedback Subindex	20.00%	≥ 100.00	116.0	99.6	113.5	98.7	90.0
QUALITY INDICATORS	Call Center: Call Operation Skill Average score from 15 criteria based on side-by-side monitoring. <i>Source: Michael Salak – Call Center Manager</i>	20.00%	4.50	4.38	4.59	4.02	4.34	4.40
	Call Center: Call Service Skill Average score from 14 criteria based on side-by-side monitoring. <i>Source: Michael Salak – Call Center Manager</i>	20.00%	4.25	4.15	4.58	4.06	4.12	4.11
	Call Center: Call Software Handling Average score from 8 criteria based on side-by-side monitoring. <i>Source: Michael Salak – Call Center Manager</i>	5.00%	4.75	4.75	4.99	4.64	4.78	4.91
	Quality Assurance: Consultancy Contact Made or maintained contact with a designated set of the County's most public-facing departments. <i>Source: Jennifer Hall – Quality Assurance Manager</i>	5.00%	5	6	6	6	Ended	Ended
	Quality Assurance: In-House Consultancy Customer service training or consultative services provided to a designated set of the County's most public-facing departments. Ratio of total hours provided to total hours available. <i>Source: Jennifer Hall – Quality Assurance Manager</i>	10.00%	75%	83%	87%	78%	85%	93%
	CSSSI - Quality Subindex	60.00%	≥ 100.00	116.0	121.8	101.3	101.8	105.5
CSSSI - Combined	100.00%	≥ 100.00	110.3	111.9	101.5	101.3	101.9	

In the Spotlight

Call Center Operations Expanded for Hurricane Irma

Handling citizen calls effectively is a vital service that becomes even more crucial in times of crisis. With Hurricane Irma approaching and forecasted to critically impact Hillsborough County, the number of calls to the Customer Service Center (call center) dramatically increased. As the Emergency Operations Center activated, the call center began 24-hour operations. Due to the significant increase of incoming calls the Customer Service & Support team was supplemented by more than 100 employees from at least 19

county departments, as well as Community Emergency Response Team (CERT) volunteers. This outstanding team received over 6,700 calls on the busiest day, and handled more than 16,000 customer calls throughout the activation. Their exceptional service ensured that residents received assistance and vital information. The Customer Service & Support department is grateful to everyone who supported the call center's hurricane response effort.



Call center operations for Hurricane Irma took place in several rooms at the Public Safety Operations Complex.