

October 2018

99.70
points

Index Points to Moderation in Customer Service in October

The Customer Service & Support Service Index (CSSSI) slipped -.44 points in October to close at 99.70, putting the index just below the desired 100.0 to 110.0 point range. A reading above 100.0 indicates customer service efforts are expanding while a number below 100.0 signals contraction. The decline was primarily due to lower customer survey ratings on the call center customer service representatives' courtesy and knowledge. Of the department's 10 monthly customer service indicators, seven achieved 100% of plan or better. Compared to the same month one year ago, five customer service indicators improved, four declined, and one was unchanged. The three-month moving average (CCCSI-MA3), which smooths out month-to-month aberrations, finished October at 99.07, less than one point below the 100.0 objective.

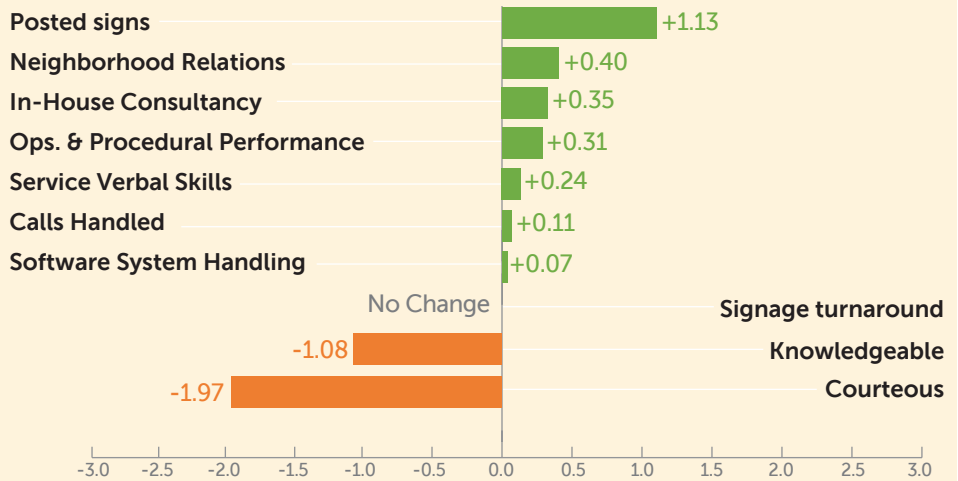
September CSSSI (start): 100.14

October CSSSI (end): 99.70

(Monthly change of -44 basis points)

What impacted the index?

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



In this latest period, the CSSSI decreased by -44 basis points falling from 100.14 to 99.70. The chart illustrates the net effect each of the 10 service indicators had on the index from one month to the next. While some indicators had a negative impact on the month, this does not necessarily mean that they finished below goal; it simply indicates that their performance was less so in the most recent month.

In the Spotlight

The Customer Service Center Closed FY18 with a Record Number of Calls

Each year, thousands of requests come into the call center. This team handles general inquiries about County government departments and programs, and answers calls to the Pet Resource Center, Code Enforcement, and Public Works. The goal of the center's customer service representatives is to provide accurate information with courtesy. From October 2017 through September this year, the call center received 120,354 calls. That's a 19 percent increase over the previous 12 months. Customer service representatives handled 94 percent of all incoming calls, a high level of service for any call center. Call monitoring scores show that despite receiving more inquires than ever, the call center staff are maintaining high standards to provide efficient, effective, and courteous service to our community.



CSS Senior Leadership Team

Gema Alvaré
Customer Service & Support Director

Steve Valdez
Customer Engagement Division Director

Components of the CSSI

	Latest Date	Goal	Latest Data	Preceding Period	Year Ago	Year-Over-Year % Change	
EFFICIENCY INDICATORS	Citizen Engagement: Signage Turnaround Percentage of signs placed and removed within the allotted time frames. <i>Source: José Tejada – Senior Supervisor</i>	Oct	100%	100%	100%	100%	No Change
	Citizen Engagement: Signs Posted Signs posted per staff person per month for public notices, meetings and hearings (3-month moving average). a) <i>Source: José Tejada – Senior Supervisor</i>	Oct	N/A	82	78	94	-12.8
	Call Center: Calls Handled Ratio of calls answered to total inbound calls presented. <i>Source: Michael Salak – Call Center Manager</i>	Oct	94%	96%	94%	95%	+1.1%
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>	Oct	80.0%	58.0%	79.0%	82.4%	-29.6%
	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>	Oct	60.0%	43.0%	69.0%	58.8%	-26.9%
	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 Liaisons</i>	Oct	4.50	4.75	4.57	4.80	-1.0%
QUALITY INDICATORS	Call Center: Operational/Procedural Performance Call takers' average score on monitored calls, on a 1 to 5 scale with 5 being highest. <i>Source: Michael Salak – Call Center Manager</i>	Oct	4.50	4.70	4.63	4.48	+4.9%
	Call Center: Verbal Skills Call takers' average score on monitored calls, on a 1 to 5 scale with 5 being highest. <i>Source: Michael Salak – Call Center Manager</i>	Oct	4.25	4.31	4.26	4.09	+5.4%
	Call Center: Software System-Handling Percentage of available hours invested in customer service training or consultative services for County departments. <i>Source: Michael Salak – Call Center Manager</i>	Oct	4.75	4.97	4.90	4.87	+2.1%
	Quality Assurance: In-House Consultancy Customer service training or consultative services provided to County departments. Ratio of total hours provided to total hours available. <i>Source: Jennifer Hall – Quality Assurance Manager</i>	Oct	85.0%	92.0%	90.0%	91.0%	+1.1%
Composite Indexes							
CSSI b)	Oct	≥ 100.0	99.70	100.14	103.01	-3.2%	
CSSI-MA3 c)	Oct	≥ 100.0	99.07	99.30	102.09	-3.0%	
Hillsborough County Market Index (HCMI) – Group of local business & economic indicators for comparative purposes d)	Sept	≥ 100.0	106.10	103.60	98.62	+7.6%	

a) The average number of signs posted per-person per-month over the latest three months (three-month moving average) is used to smooth out month-to-month aberrations, since the quantity of signs that must be posted is set by factors outside the sign crew's control.

b) A figure that collapses into a single value the most recent monthly results from the department's 10 measures (indicators) of customer service delivery, using relative weights of importance for each indicator.

c) Month-to-month activities are influenced by many factors both within and beyond staff

members' control, and this can cause volatility in scores. The index's three-month moving average is used to reveal the trend in customer service performance over the latest 3-month period.

d) A figure that collapses into a single value the most recent results from several key county (3), state (1), and national (1) economic statistics, using relative weights of importance for each. The HCMI is used to compare the growth of Hillsborough County business and economic activity with the Customer Service & Support department's customer service progress. Details can be provided a separate report.

Neighborhood Relations

Hillsborough Backstage Pass participants recently attended a session at the County Medical Examiner's Office. The visit included an autopsy viewing and presentations on toxicology, anthropology, organ donation, and more. The session was presented in partnership with the University of South Florida, the LifeLink Foundation, and Lions Eye Institute for Transplant & Research. Participant remarks included:

- This was my favorite session. It was very informative with a lot of knowledgeable people. This program gave us an opportunity to have full access of the process.
- Viewing the autopsy was more interesting than I imagined. It really put a lot of the

information presented in the morning into clear perspective

- Some of the facts are staggering, including how many people undergo autopsies after their demise. ... This was a great session conducted by truly professional and dedicated people.