



August 2019

Index Points to a Pick Up in Customer Service Growth in August

The Customer Service & Support Service Index (CSSSI) rose 3.46 points from July to August, closing the month at a respectable 107.97. This infers that the department's nine customer service measurements collectively ran nearly +8% better than expected for the month. The more stable 3-month moving average (CCCSI-MA3), which flattens large month-over-month ups and downs, finished August at 105.02. Periodically, the CSSSI's components and/or weights are adjusted to reflect prevailing internal conditions. There were three adjustments made for August, and July's CSSSI was also recast to reflect the changes. The adjustments included: 1) suspending the tracking of the Quality Assurance In-House Consultancy for the time being; 2) increasing the Office of Neighborhood Relations' relative weighting from 10% to 20%; and 3) increasing the posted signs/per person productivity ratio's relative weighting from 5% to 10%.

July 2019: 102.52

August 2019: 107.97

(Monthly change of +346 basis points)



What impacted the index?



In this latest period, the CSSSI increased 346 basis points. The chart illustrates the net effect each of the nine 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 Call Center Prepares for Hurricane Dorian

On August 30, with Hurricane Dorian forecast to make landfall on Florida's east coast, the potential effects on Hillsborough County remained uncertain. The County's Emergency Operations Center was activated to prepare for the possibility of evacuations and sheltering operations. The Customer Service & Support Call Center expanded its hours of operation, and staff from other County departments arrived to help answer residents' questions and provide storm preparedness information. These employees were ready for the job; they are among some 300 staff members who have been trained by Customer Service & Support to augment call center staffing during disaster-response operations.



CSS Senior Leadership Team

Gema Alvaré
Customer Service & Support Director

Steve Valdez
Customer Engagement Division Director

Components of the CSSSI

	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>	Aug	100%	100.0%	100.0%	100.0%	0.0%
	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>	Aug	N/A	155	152	87	78.2%
	Call Center: Calls Handled Ratio of calls answered to total inbound calls presented. <i>Source: Michael Salak – Call Center Manager</i>	Aug	94%	90.0%	91.0%	94.0%	-4.3%
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>	Aug	82.0%	96.0%	82.0%	72.0%	33.3%
	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>	Aug	64.0%	54.0%	64.0%	32.0%	68.8%
	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>	Aug	4.51	4.97	4.51	4.45	11.7%
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>	Aug	4.50	4.52	4.41	4.49	0.7%
	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>	Aug	4.25	4.04	4.04	4.16	-2.9%
	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>	Aug	4.75	4.96	4.88	4.95	0.2%
Composite Indexes							
CSSSI b)	Aug	≥ 100.0	107.97	104.51	97.36	10.9%	
CSSSI-MA3 c)	Aug	≥ 100.0	105.02	104.50	101.35	3.6%	
Hillsborough County Market Index (HCMI) – Group of local business & economic indicators for comparative purposes d)	July	≥ 100.0	100.12	101.94	105.76	-5.3%	

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

The Office of Neighborhood Relations surveyed its Hillsborough Backstage Pass program participants to gather feedback on the kickoff session. Here's what a few of the participants had to say:

- *This is great!*
- *Your team does a wonderful job and greatly appreciate your dedication to help educate our community!*
- *Well done. Thank you for your gifts.*

