Index Points to a Pickup in Customer Service Growth in October

October 2019

The Customer Service & Support Service Index (CSSSI) increased 25 points from September to October, closing at 106.21. This infers that, collectively, the department's nine customer service measurements ran +6.72% better than expected for the month. The more stable 3-month moving average (CCCSI-MA3), which flattens out large month-over-month ups and downs, finished September at 106.72. As additional evidence of progress with customer service growth, the CSSSI is ahead +6.5% from the same month one year ago, led by strength in signs posted and customer survey responses regarding the courtesy and knowledge of the call center agents (table).

September 2019: 105.96

October 2019: 106.21

(Monthly change of +25 basis points)

106.21 points

What impacted the index?

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

Indicator	Impact
Call Center Operation Quality	+1.16
Service Verbal Skills	+0.33
Software System Handling	+0.09
Courtesy	No Change
Posted Signs	No Change
Signage turnaround	No Change
Calls Handled	-0.05
Knowledgeable	-0.13
Neighborhood Relations	-1.15

-3.0 -2.5 -2.0 -1.5 -1.0 -0.5 0.0 0.5 1.0 1.5 2.0 2.5 3.0 3.5

In this latest period, the CSSSI increased 25 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

16th Annual Neighborhoods Conference Helps Participants Imagine Possibilities

Call Center Manager Mike Salak facilitates a workshop.

The Office of Neighborhood Relations held its annual Neighborhoods Conference on Saturday, November 2. The event attracts residents representing neighborhood organizations, HOAs, civic groups, local governments, and businesses. Many County departments, community partners, and sponsors also hosted information booths and facilitated workshops. With the theme Reimagining Neighborhoods, this year's conference aimed to help residents envision new possibilities and plan for the future of their communities. The event offered 16 workshops for participants to choose from, with a variety of topics such as leadership succession planning, using data to tell a neighborhood's story, and using SWOT analysis to focus on the future.

Call Center staffer Anthony Estrella engages participants at the CSS booth.

CSS Senior Leadership Team

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. *Source: José Tejada – Senior Supervisor*	Oct	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)* *Source: José Tejada – Senior Supervisor*	Oct	N/A	150	159	82	82.9%
	Call Center: Calls Handled Ratio of calls answered to total inbound calls presented. *Source: Michael Salak – Call Center Manager*	Oct	94%	91.0%	92.0%	96.0%	-5.2%
CUSTOMER FEEDBACK INDICATORS	**Quality Assurance:** Courtesy Percentage of online survey respondents rating customer service call takers as 'very courteous'. *Source: Jennifer Hall - Quality Assurance Manager*	Oct	82.0%	80.0%	80.0%	58.0%	37.9%
	Quality Assurance: Knowledge Percentage of online survey respondents rating the customer service call takers as 'very knowledgeable'. *Source: Jennifer Hall - Quality Assurance Manager*	Oct	64.0%	60.0%	63.0%	43.0%	39.5%
	Neighborhood Relations Survey feedback from a recent Neighborhood Relations event or activity on a 1 to 5 scale with 5 being highest. *Source: Wanda Sloan and Stephanie Agliano – Neighborhood Liaisons*	Oct	4.51	4.61	4.87	4.75	-2.9%
QUALITY INDICATORS	**Call Center:** Operational/Procedural Performance Call takers' average score on monitored calls, on a 1 to 5 scale with 5 being highest. *Source: Michael Salak – Call Center Manager*	Oct	4.50	4.61	4.35	4.70	-1.9%
	Call Center: Verbal Skills Call takers' average score on monitored calls, on a 1 to 5 scale with 5 being highest. *Source: Michael Salak – Call Center Manager*	Oct	4.25	4.17	4.10	4.31	-3.2%
	Call Center: Software System-Handling Percentage of available hours invested in customer service training or consultative services for County departments. *Source: Michael Salak – Call Center Manager*	Oct	4.75	4.98	4.89	4.97	0.2%

Composite Indexes

	Latest Date	Goal	Latest Data	Preceding Period	Year Ago	Year-Over-Year % Change
CSSSI *b)*	Oct	≥ 100.0	106.21	105.96	99.70	6.5%
CSSSI-MA3 *c)*	Oct	≥ 100.0	106.72	105.49	99.07	7.7%
Hillsborough County Market Index (HCMI) – Group of local business & economic indicators for comparative purposes *d)*	Sept	≥ 100.0	104.32	101.61	104.44	-0.1%

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 were recently immersed in Hillsborough County Sheriff's Office operations, beginning with patrol ride-alongs with deputies. Activities continued with a ride-along debriefing session, Sheriff's Office overview, and behind-the-scenes tour of the Falkenburg Road Jail. Participants said:

- *The ride-along with a deputy and tour of the jail both were most insightful. Probably my favorite BP segment so far.*

- *Best Backstage Pass event so far! The best part was the tour and tour guides!*

- *Very well done. This is an opportunity few have to see the inner workings of this segment of the county. I greatly appreciate the opportunity and now have a much better picture of how our Sheriff's Department operates in our County. Thank you to all that made it possible.*

- *It was eye-opening to say the least! Thank you for arranging this tour.*