



July 2020

96.44 points

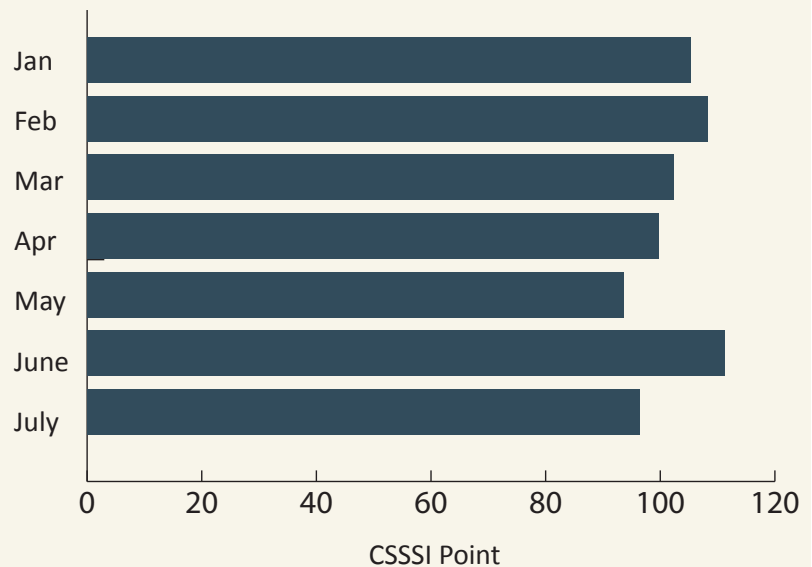
Index points to slower customer service growth in July trailing a very strong June

The Customer Service and Support Department's Service Index (CSSSI) finished the month of July down sharply from June closing at 96.44 for the month. The 96.44 reading infers that on a combined basis, the department's existing customer service measurements achieved 96.44% of their goals on the month. The primary reason for the pullback in July can be attributed to fewer outdoor messages posted by the Citizen Engagement team. June was an exceptionally busy month for the team and less activity could have been expected. This is not to suggest that the team was unproductive, but they were coming off their busiest month of 2020. The CSSSI-MA3 (the monthly index's three-month moving average) is actually a better indicator of current department customer service efforts. Month-to-month movements can be volatile at times, so the monthly index's three-month moving average provides a more consistent picture of recent customer service delivery. For July, the CSSSI-MA3 closed at 100.45 suggesting customer service efforts are running +0.45% ahead of expectations.

June 2020 = 111.25

July 2020 = 96.44

VITAL SIGNS



In the Spotlight



Just as the COVID-19 pandemic became a reality in Florida, CSS successfully onboarded a contracted call center to handle disaster-related calls. From mid-March through July, the contractor handled 277,701 calls in English and Spanish and answered over 93% of all calls presented to them. The contractor has been able to do this by scaling its team to according to Hillsborough County's call demand, from just a few agents during slower periods to 100 agents when necessary. The contracted agents use an online script that is continually updated by CSS, to answer the public's questions and schedule COVID-19 testing appointments. This contracted solution freed up hundreds of County employees previously reserved for call center duty to perform other emergency response roles.

CSS Senior Leadership Team

Annette Spina
Customer Service & Support Director

Steve Valdez
Customer Engagement Division Director

Taking the Pulse of Customer Service

	Latest Date	Goal	Latest Data	Preceding Period	Year Ago	Year-Over-Year % Change
PRODUCTIVITY INDICATORS						
Citizen Engagement: Signage Turnaround Percentage of signs placed and removed within the allotted time frames. <i>Source: José Tejada – Senior Supervisor</i>	July	100.0%	100.0%	100.0%	100.0%	0.0%
Citizen Engagement: Signs Posted Signs posted per person per month a) <i>Source: José Tejada – Senior Supervisor</i>	July	---	104	167	195	-46.7%
Call Center: Calls Handled Ratio of calls answered to total inbound calls presented. <i>Source: Michael Salak – Call Center Manager</i>	July	94.0%	91.0%	90.0%	91.0%	0.0%
CUSTOMER FEEDBACK INDICATOR						
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>	July	4.50	3.86	4.23	4.51	-14.4%
Composite Indexes						
CSSSI ^{b)}	July	≥ 100.0	96.44	111.25	102.52	-5.9%
CSSSI-MA3 ^{c)}	July	≥ 100.0	100.45	101.55	103.84	-3.3%
Hillsborough County Market Index (HCMI) – Group of local business & economic indicators for comparative purposes ^{d)}	June	≥ 100.0	93.70	83.73	101.33	-7.5%

a) For July 2020, June 2020 and July 2019, the average signage per person figures reported above are only for a single month due to Covid-19 vs. the normal 3-month moving average.

b) A figure that collapses into a single value the most recent monthly results from the department's seven 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.

Public Comments On The Office Of Neighborhood Relations

Neighborhood Relations added MailChimp to its communications toolbox to message neighborhood leaders about pertinent information pertaining to neighborhoods. MailChimp has streamlined messaging to more than 1,100 neighborhood organization contacts. MailChimp has made messaging more efficient by saving us time and provides a branding identity along with evaluation tools that monitor our message and audience interaction.

Comments by the public regarding the Office on Neighborhood Relations from the July survey:

- Thank you all so much for all that you do and have done! It has been so nice being able to get information throughout Covewood in a timely manner.
- It is greatly appreciated.
- It's effective communication and works great.
- The HOA appreciates the timely information. Many positive responses.