



April 2021

# Index Points to Customer Service Gains in April

The Customer Service & Support Service Index (CSSSI) improved in April from 91.23 to 98.09, a sharp gain of +7.5%. Credit the signage turnaround rate (100%) and the calls handled rate (95%) for this progress, performing at their maximum possible level and at goal, respectively. In addition, one customer service indicator tied to productivity - sign postings per person - improved +8.5% month-over-month and is also up +15.9% from April 2020. As part of April's customer service index, Neighborhood Relations recently reached out to faith-based organizations throughout Hillsborough County to gather their feedback about sharing County information with their members. These results will help the department strengthen its overall messaging content and shareability to these important community leaders.

March 2021 = 91.23

April 2021 = 98.09

98.09 points

## VITAL SIGNS

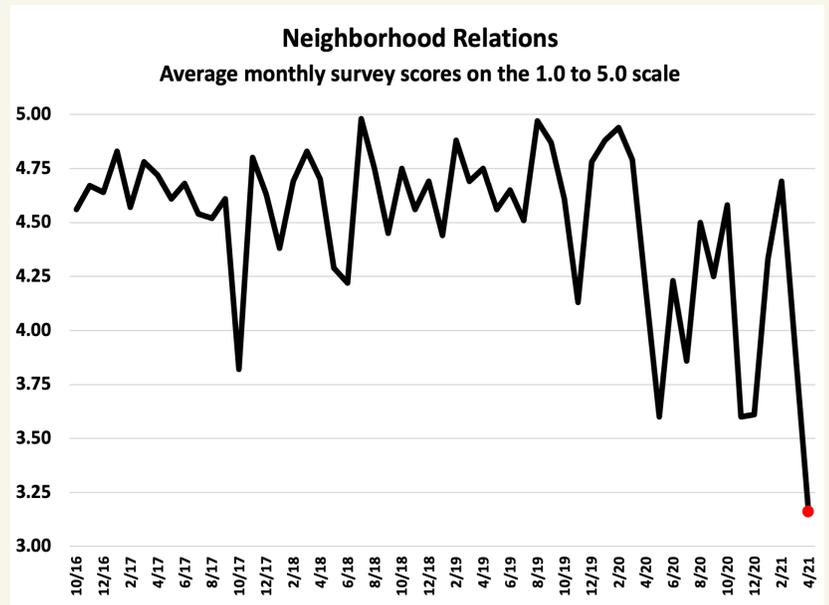


Chart Summary: The chart shows the average scores from the Office of Neighborhood Relations (ONR) monthly community surveys since the fall of 2016 (a total of 56 consecutive months). Using the five-point scale, with 5.0 being the most favorable, the impact of COVID-19 on the results over recent periods is very clear. As a point of comparison, the average monthly survey score from April 2020 to April 2021 (13 months) was 4.04 versus 4.70 for the 13-month period of March 2019 to March 2020. This represents a -14% drop in favorability in a relatively short period of time, which was capped off by April's low of 3.16 points. However, despite this result, the department's other customer service measurements improved at a rate more than enough to cover this sharp ONR survey dip in April. Despite April's low survey showing, the ONR will use the findings to strengthen any customer service shortfalls before the next survey of faith-based organizations is taken.

### In the Spotlight

## Enterprise Knowledge Base Manager



Customer Service & Support is pleased to announce the addition of a new member and process to the team: Patrick Hollidge. Patrick was hired as the enterprise knowledge base manager and has extensive experience in knowledge management and technical writing. Using this unique background, he will build and maintain a knowledge

base in the department's new Customer Service Management platform that will support the County's call center (Tier One) agents with handing various call types that flow through the County's main call center. Additionally, this knowledge base will lend support to the department's after-hours call center team and also serve as a customer-facing resource to assist in answering residents' County-related questions.

### CSS Senior Leadership Team

**Annette Spina**

Customer Service & Support Director

**Stephanie Agliano**

Customer Service & Support Division Director

## Taking the Pulse of Customer Service

	Latest Date	Goal	Latest Data	Preceding Period	Year Ago	Year-Over-Year % Change
<b>PRODUCTIVITY INDICATORS</b>						
<b>Signage: Turnaround Rate</b> Percentage of signs placed and removed within the allotted time frames. <i>Source: José Tejada – Senior Supervisor</i>	Apr	100.0%	100.0%	100.0%	100.0%	0.0%
<b>Signage: Signs Posted</b> Signs posted per person per month a) <i>Source: José Tejada – Senior Supervisor</i>	Apr	---	102	94	88	15.9%
<b>Call Center: Calls Handled</b> Ratio of calls answered to total inbound calls presented. <i>Source: Michael Salak – Call Center Manager</i>	Apr	94.0%	95.0%	95.0%	95.0%	0.0%
<b>CUSTOMER FEEDBACK INDICATOR</b>						
<b>Office of Neighborhood Relations – Participant Surveys</b> 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>	Apr	4.50	3.16	3.91	4.18	-24.4%
<b>Composite Indexes</b>						
<b>CSSSI <sup>b)</sup></b>	Apr	≥ 100.0	98.09	91.23	99.73	-1.6%
<b>CSSSI-MA3 <sup>c)</sup></b>	Apr	≥ 100.0	97.08	96.70	103.42	-6.1%
<b>Hillsborough County Market Index (HCMI) – Group of local business and economic indicators for comparative purposes <sup>d)</sup></b>	Mar (lags 1 month)	≥ 100.0	107.63	100.23	102.38	5.1%

a) Three-month moving average per person

b) A contemporaneous figure that collapses all of the most recent monthly results from the department's seven measures of customer service delivery using relative weights of importance into a single value.

c) Month-to-month movements can be volatile, so the monthly index's three-month moving average, the CSSSI-MA3, provides a more consistent picture of customer service efforts by the staff.

d) A contemporaneous figure that collapses all of the most recent results from several key county (3), state (1), and national (1) economic statistics using relative weights of importance into a single value. This is used to compare the growth of Hillsborough County business and economic activity versus the customer service progress made by the Customer Service & Support Department. (Details are available in a separate report.)