Index points to solid customer service efforts for January 2019

January 2019 was the inaugural Pet Resource Center Service Index. For this first reporting period, the index closed with a reading of 98.58 suggesting that customer service delivery by the combined staff achieved 98.58% of expectations for the first month of the new year.

What is the Pet Resource Center Service Index?

The index is constructed around the weighted average of 15 indicators that quantify customer service efforts from three broad categories of data: **1)** productivity of the staff (doing more for the community with the same resources); **2)** customer feedback responses from surveys; and **3)** measures of quality control. In order to qualify as a legitimate customer service indicator, three criteria must be met. These criteria are: **1)** the staff's ability to largely influence the final outcome; **2)** during a typical work week, a fair amount of staff time is needed; and **3)** it is normally included as part of a staff member's annual performance review evaluation.

What is a good score?

Values above 100.0 indicate forward progress when it comes to customer service delivery and the index should not dip below 90.0 points (implying 90% goal attainment.) The final scores can also be compared against the growth rates of Hillsborough County's resident population or its labor force as well as prevailing local business conditions. As Hillsborough County government depends upon tax dollars to run the organization, customer service scores exceeding local population growth rates or the growth of the local economy infers good leadership, financial stewardship, and a sincere commitment to the community.

What PRC Customers Have to Say...

About Veterinary Services

Missy (A1265731), a long-haired Dachshund mix, came to the shelter 10 days after adoption with reports of urinating blood. On palpation of her bladder, it was clear that she had bladder stones. We offered to perform surgery to remove the stones. The surgery went very well and Missy recovered swiftly. Her adopter, Desiree Gelfenstein, was thrilled and 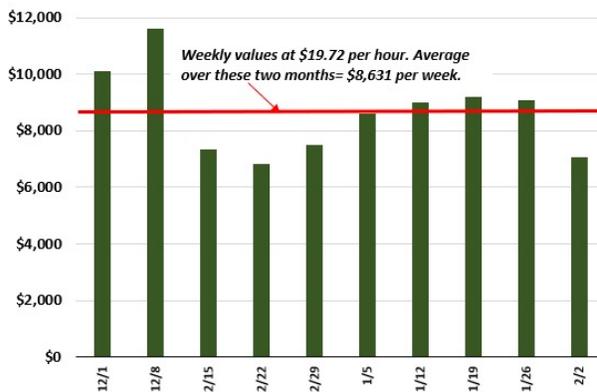relieved. When asked if Vet Services might share her story in its monthly customer service report she said, "Yes, of course. You guys are incredible and so amazing--share away!"

Missy recovering after surgery

Desiree and Missy reunited and headed home

PRC Volunteerism
Dollar value of time dontated each week

Weekly values at $19.72 per hour. Average over these two months= $8,631 per week.

(Bar chart showing values for weeks 12/1 through 2/2, with y-axis from $0 to $12,000)

Vital Signs

Date	Value
12/1	$10,120
12/8	$11,620
12/15	$7,345
12/22	$6,810
12/29	$7,484
1/5	$8,606
1/12	$8,996
1/19	$9,212
1/26	$9,076
2/2	$7,045

Why are there two index values?

Each month, we provide a monthly index (the PRCSI) and its three-month moving average (the PRC-MA3). Month-to-month movements can be volatile. The monthly index's three-month moving average, the PRCSI-MA3, provides a more consistent picture of the department's customer service delivery. As this is the inaugural PRCSI, there is no PRCSI-MA3 reported.

What do the numbers mean?

A 100.0 value for the monthly index has been associated with customer service efforts moving on par with historical levels or finishing exact-to-goal. Depending on the customer service indicator, monthly results are compared against either the prior year's levels or a goal set out by the department that is challenging, but not out of range. As an example, if the index finished the month at 103.0, this implies that overall customer service efforts are running at a pace +3.0% better than expected. On the other hand, a score of 97.0 would imply that customer service efforts are performing -3.0% less than planned.

PRC Senior Leadership Team

Scott Trebatoski Pet Resources Director

TAKING THE PULSE OF PRC CUSTOMER SERVICE

	Customer Service Indicator	Relative Importance	Goal or 1 Year Ago	Latest Date	Latest Data	Preceding Period	1 Year Ago
PRODUCTIVITY	**Surgeries performed** Three-month moving avg. as months can be volatile. Productivity gains = more animals treated in the same time period.	0.120	635	Jan	569	640	635
	Total officer education calls made Based upon officer call results for the month by officer name and type of call.	0.030	15	Jan	6	1	New
	Average total calls per officer Based upon officer call results for the month by officer name and type of call.	0.120	125	Jan	130	121	New
	Licenses processed Three-month moving average as month-to-month can be volatile.	0.060	9,182	Jan	8,648	8,038	9,182
	Spay/neuter vouchers redeemed Three-month moving average as month-to-month can be volatile.	0.040	527	Jan	498	379	527
CUSTOMER FEEDBACK	**Adopting family survey** Percent of households stating they were educated about their new pet's condition by the Veterinary Services staff.	0.070	100%	Jan	100%	NA	New
	Kind, respectful, prompt service "Service today was provided in a kind, respectful, and prompt manner" (history only goes back to Feb. '18).	0.070	93%	Jan	97.6%	93.3%	New
	Informative, educational service "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Jan	93.3%	91.3%	New
	Enjoyable experience "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Jan	93.0%	90.3%	New
	Veterinarian clinic survey Final question of the monthly Vet Clinic survey on 5 point scale - "Overall, were you satisfied with PRC Accounting?"	0.030	4.50	Jan	1.00	NA	New
QUALITY	**Average weekly volunteer hours** Four-week moving average. Source is the weekly hours volunteer report.	0.070	344.10	Jan	435.44	421.64	344.10
	Supervisor kennel inspections Based upon the daily supervisor hourly kennel inspection report (read as a time of day: 950 = 9:50 a.m.).	0.090	≤ 1000	Jan	990	1009	---
	Average inspections per day Based upon the daily supervisor hourly kennel inspection report (seasonaly adj.).	0.060	3	Jan	3.04	2.95	---
	Daily supplies - reserve multiple Source is the kennel essentials report.	0.050	2.00	Jan	2.44	NA	---
	Food supplies - reserve multiple Source is the kennel essentials report.	0.050	2.00	Jan	2.22	NA	---
	PRC Service Index (PRCSI)	1.000	≥ 100.0	Jan	98.58	---	New

In the Spotlight!

Meet Ginette Campos and Kaylee Lannigan of PRC Veterinary Services

Ginette Campos is a veterinary technician extraordinaire! Ginette is from Costa Rica and was a veterinarian there. She is working as a veterinary technician while she works to obtain her veterinary license in the United States. Ginette is highly skilled, bilingual, and volunteers on Spanish radio stations to help teach people about veterinary medicine.

Certified Veterinary Technician Kaylee Lannigan graduated from St. Petersburg College in May 2015 with an associate degree in Veterinary Technology. She worked for the Society for the Prevention of Cruelty to Animals of Tampa Bay (Largo, Florida) before joining our team in December 2017. Her duties include intake of animals, triage, vaccination, and parasite control; surgical preparation, including induction and monitoring of anesthesia; administration of medication to sick and injured animals; and assisting veterinarians with restraint and examination of animals. When she's not working, she enjoys kayaking and the great outdoors.