

## Index points to a slight increase in customer service growth in April


The Pet Resource Center Service Index (PRCSI) improved 5 basis points during the month of April from March closing at the 95.08 point level.\* However, the index's three-month moving average, PRCSI-MA3, decreased for the month finishing at 97.62 points due to a much stronger February. A score of 95.08 suggests that overall, combined PRC customer service efforts achieved 95.08% of expectations last month. With respect to goal attainment, 87% of the PRC's 15 monthly customer service indicators reached 90% of plan or better during April. The top three customer service indicators for the month were: 1) the average number of kennel inspections made per day (3.6X); 2) food supplies inventory reserve multiple (2.2X); and 3) very favorable responses from the veterinary clinic survey (the accounting department earned a 5.00 score on the 1 to 5 scale).

\* One basis point is equal to 1/100th of a percent (.01).

### 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.

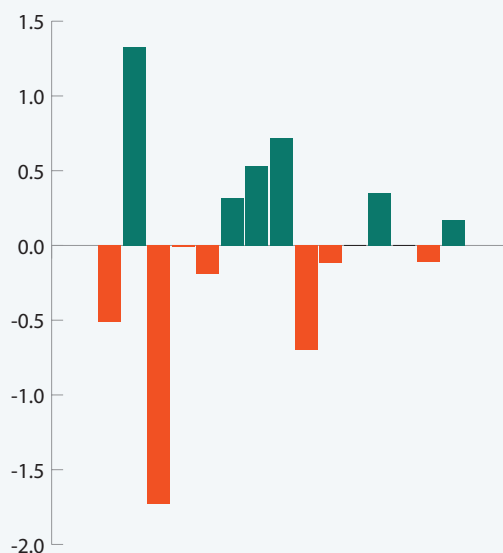
### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director



## Vital Signs

In this latest period, the PRCSI increased 5 basis points from 95.03 to 95.08. The chart illustrates the net effect each of the 15 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 they finished below goal; it simply indicates that their performance was less so in the most recent month.



### Monthly Change in the PRCSI

March PRCSI (start):  
95.03

April PRCSI (end):  
95.08

Surgeries performed	-0.51	Enjoyable experience	0.32	Total officer education calls made	0.00
Adopting family survey	1.33	Supervisor kennel inspections	0.53	Average total calls per officer	0.35
Average weekly volunteer hours	-1.73	Average inspections/day	0.72	Veterinarian clinic survey	0.00
Kind, respectful, prompt service	-0.01	Daily supplies - reserve multiple	-0.70	Licenses processed (1 FTE)	-0.11
Informative, educational service	-0.19	Food supplies - reserve multiple	-0.12	Vouchers redeemed	0.17

### 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.

## 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	<b>Surgeries performed</b> Three-month moving avg. as months can be volatile. Productivity gains = more animals treated in the same time period.	0.120	493	Apr	418	471	493
	<b>Total officer education calls made</b> Based upon officer call results for the month by officer name and type of call.	0.030	15	Apr	2	2	New
	<b>Average total calls per officer</b> Based upon officer call results for the month by officer name and type of call.	0.120	125	Apr	118.6	115	New
	<b>Licenses processed</b> Three-month moving average as month-to-month can be volatile.	0.060	9,538	Apr	9,734	9,404	9,538
	<b>Spay/neuter vouchers redeemed</b> Three-month moving average as month-to-month can be volatile.	0.040	424	Apr	405	371	424
CUSTOMER FEEDBACK	<b>Adopting family survey</b> Percent of households stating they were educated about their new pet's condition by the Veterinary Services staff.	0.070	100%	Apr	69%	50%	New
	<b>Kind, respectful, prompt service</b> "Service today was provided in a kind, respectful, and prompt manner" (history only goes back to Feb. '18).	0.070	93%	Apr	97.8%	97.9%	96.3%
	<b>Informative, educational service</b> "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Apr	95.4%	97.9%	95.8%
	<b>Enjoyable experience</b> "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Apr	95.3%	91.0%	94.2%
	<b>Veterinarian clinic survey</b> Final question of the monthly Vet Clinic survey on 5 point scale - "Overall, were you satisfied with PRC Accounting?"	0.030	4.50	Apr	5.00	5.00	New
QUALITY	<b>Average weekly volunteer hours</b> Four-week moving average. Source is the weekly hours volunteer report.	0.070	418.59	Apr	424.55	522.63	418.59
	<b>Supervisor kennel inspections</b> Based upon the daily supervisor hourly kennel inspection report (read as a time of day: 9:50 = 9:50 a.m.).	0.090	1000	Apr	1080	1043	---
	<b>Average inspections per day</b> Based upon the daily supervisor hourly kennel inspection report (seasonally adj.).	0.060	3	Apr	3.56	3.20	---
	<b>Daily supplies - reserve multiple</b> Source is the kennel essentials report.	0.050	2.00	Apr	1.76	2.04	---
	<b>Food supplies - reserve multiple</b> Source is the kennel essentials report.	0.050	2.00	Apr	2.21	2.26	---
<b>PRC Service Index (PRCSI)</b>		<b>1.000</b>	<b>≥ 100.0</b>	<b>Apr</b>	<b>95.08</b>	<b>95.03</b>	<b>New</b>

## In the Spotlight!

### Field Services Investigator Ken Vetzel



**Q: How long have you worked with the PRC?**

A: I have been with the same agency my entire career: in the shelter as a Senior Tech for 18 months and in the field the remainder of my 20 years and 4 months.

**Q: What do you enjoy most about your role?**

A: I enjoy working with and for the community - working to make an impact in animals and citizens lives. I have most enjoyed working in the criminal side of enforcement as an Investigator.

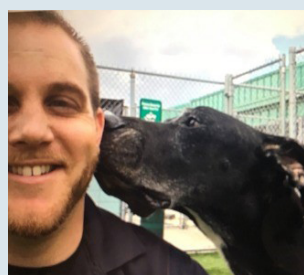
**Q: Interests? Hobbies? How long living in Hillsborough County?**

A: My family comes first. I have been an avid outdoorsman. Fishing is always at the top of the list when I have free time and I am a lifelong resident of Hillsborough County.

**Q: Anything else?**

A: My career choice has led me down many paths. Not every day is cake walk. In hindsight, I can state that I truly work with a great team in the field and in the shelter.

### Animal Control Officer Kevin Adams



**Q: How long have you worked with the PRC?**

A: I have been employed by Hillsborough County for 12 years

**Q: What do you enjoy most about your role?**

A: I enjoy working with the animals the most. Whenever I'm having a long day I can play with a kitten or take a dog to the play yard and decompress for a few minutes

**Q: Interests? Hobbies? How long living in Hillsborough County?**

A: I have lived in Hillsborough County for most of my life. I enjoy riding my bike, hiking, and anything physically demanding. I also enjoy spending time with my kids and playing a major role in their lives.

**Q: Anything else?**

A: Working with animals and how they interact in the lives of people is a challenging profession. I appreciate all the opportunities my employment has offered me during my time with Hillsborough County. There is no other profession that can be as challenging, or effect as many lives on a daily basis.