

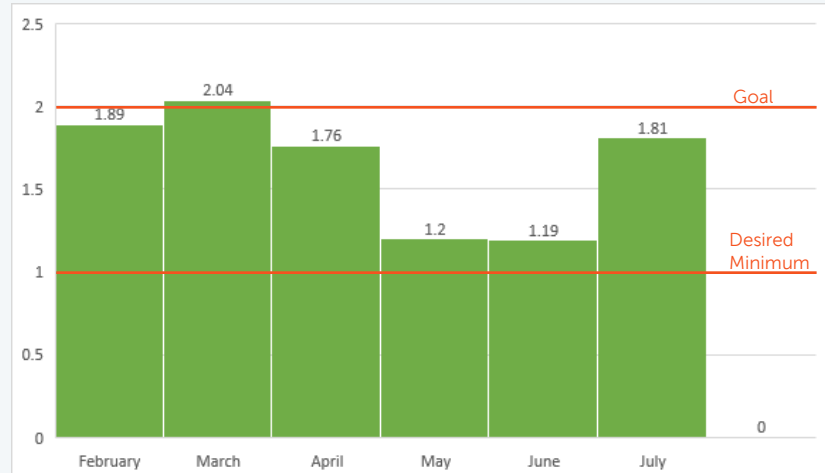
Index Points to Little Change in Customer Service Delivery in July

The Pet Resource Center Service Index (PRCSI) declined during July by less than one full point, closing at 94.78. This result suggests that overall, combined PRC customer service efforts achieved 94.78% of expectations for the month. For July, two-thirds of PRC's customer service indicators attained 90% of their monthly objectives or higher. The 3-month moving average (PRCSI-MA3), which helps to smooth out month-to-month swings in the index, stands at 95.92. This indicates that PRC is providing customer service at a rate of just under 96% of plan over the short-run. The top three positive contributors to the July index in terms of progress from the June results, beginning with the largest positive contributor, were 1) average total calls logged per officer (142 calls); 2) daily supplies reserve (1.81 times the minimum expectations); and 3) the veterinary clinic survey (100% satisfaction).

Vital Signs



Daily Supplies On-hand



One PRC customer service indicator that demonstrates overall quality of service is the daily supplies on-hand compared to the desired minimum. Ideally this multiple will always exceed 1.00X. For purposes of the PRCSI calculation, it has a goal set at the high benchmark of 2.00X. Looking at the last six months, this key ratio has not fallen below 1.00X once and has met or approached 2.00X three times. This indicator is important because it demonstrates that PRC is continually prepared with the most essential supplies in the event of difficult circumstances such as a hurricane. This indicator demonstrates that PRC staff practices excellent stewardship toward the animals in their care.

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.

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	817	July	737	611	817
	Total officer education calls made Based upon officer call results for the month by officer name and type of call.	0.030	15	July	3	6	12
	Average total calls per officer Based upon officer call results for the month by officer name and type of call.	0.120	125	July	141.6	121.8	113.8
	Licenses processed Three-month moving average as month-to-month can be volatile.	0.060	10,981	July	9,849	9,828	10,981
	Spay/neuter vouchers redeemed Three-month moving average as month-to-month can be volatile.	0.040	501	July	342	361	501
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%	July	89.7%	100%	75%
	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%	July	98.2%	98.4%	94.5%
	Informative, educational service "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	July	97.4%	98.0%	95.3%
	Enjoyable experience "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	July	95.8%	98.0%	97.2%
	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	July	5.00	5.00	5.00
QUALITY	Average weekly volunteer hours Four-week moving average. Source is the weekly hours volunteer report.	0.070	630.83	July	549.51	537.05	630.83
	Supervisor kennel inspections Based upon the daily supervisor hourly kennel inspection report (read as a time of day: 9:50 = 9:50 a.m.).	0.090	1000	July	1071 *	1099	997
	Average inspections per day Based upon the daily supervisor hourly kennel inspection report (seasonally adj.).	0.060	3.00	July	2.50 **	2.70	3.00
	Daily supplies - reserve multiple Source is the kennel essentials report.	0.050	2.00	July	1.81	1.19	2.27
	Food supplies - reserve multiple Source is the kennel essentials report.	0.050	2.00	July	1.25	1.73	4.21
PRC Service Index (PRCSI)		1.000	≥ 100.0	June	95.77	97.21	---

* Equates to an average of 8:47 a.m. seasonally adjusted (used in PRCSI calculation)

** Equates to an average of 3.05 inspections per day seasonally adjusted (used in PRCSI calculation)

In the Spotlight!



Meet Tina Dyer, Animal Care Assistant

Tina is the longest serving shelter staff member at the PRC!

Q: When did she start at Pet Resources?

A: May 1997. (It was Animal Services back then)

Q: Why did she want to come to work here?

A: Tina entered a program run by the County called "Public Resources" back then, which let people try out and volunteer for different areas including the water department, animal services, and County offices of all sorts. Tina loved animals and started volunteering at the front counter, helping people get the services they needed. When a job opened up, she interviewed and got it.

Q: What does she like most about her job?

A: She loves animals and loves seeing them get their new homes. Also, she likes training new employees on how to properly care for pets, clean dog kennels and cat cages, and look after their feeding and health.

Q: Which does she like more: cats or dogs?

A: Cats! Tina can almost always be found working with PRC's kittens and cats.