Index Points to Back-to-Back Monthly Gains in Customer Service

The Pet Resource Center Service Index (PRCSI) rose again in September by nearly 1 full point, climbing from 95.64 to 96.63 points. This is the second consecutive month that the index has risen by almost a full point. This result suggests that overall, combined PRC customer service efforts achieved 96.63% of expectations for the month. The three-month moving average (PRCSI-MA3), which helps to smooth out month-to-month swings in the index, stands at 95.68, meaning that overall the PRC staff has been providing customer service at a rate of 95.68% versus plan, over the short-run. One of the newest PRCSI indicators is total visits to vet services, a measure of productivity that illustrates the department looking out for the welfare of animals brought to their care. This is compared with year-ago, same period results. The 3-month moving average for September 2019 was 3,705 visits, which was influenced by one major external factor: Hurricane Dorian. Despite this event, total vet services activity was at 97.17% of year-ago levels.

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.
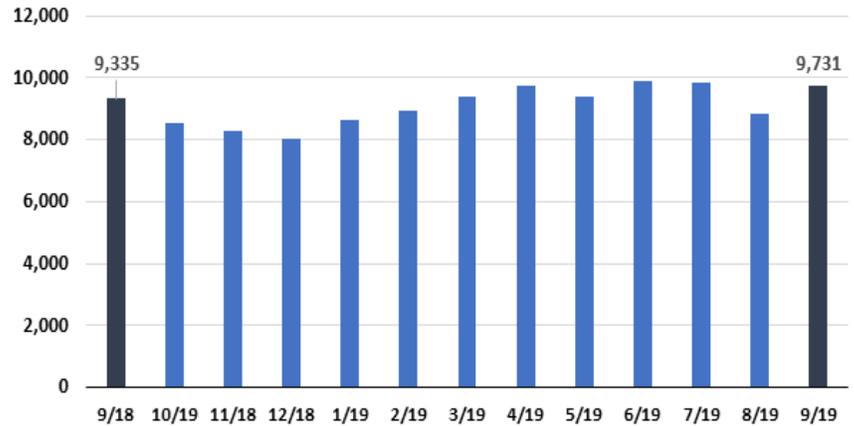
PRC Senior Leadership Team

Scott Trebatoski Pet Resources Director

Vital Signs

Growth in Licenses Processed
3-month moving averages per person (1 FTE oversees program)

One responsibility of PRC's accounting department is the handling and processing of pet licenses throughout the month. This is successfully accomplished by only one person on the PRC accounting team. This demonstrates high productivity in customer service delivery and shows public resources are being used as efficiently as possible.

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	**Total Visits to Vet Services** Three-month moving avg. as months can be volatile. Productivity gains = more total visits in the same time period.	0.120	3,813	Sept	3,705	3,784	3,813
	Total officer education calls made Based upon officer call results for the month by officer name and type of call.	0.030	5	Sept	10	2	9
	Average total calls per officer Based upon officer call results for the month by officer name and type of call.	0.120	125	Sept	106.0	116.8	142.1
	Licenses processed Three-month moving average as month-to-month can be volatile.	0.075	9,335	Sept	9,731	8,446	9,335
	Spay/neuter vouchers redeemed Three-month moving average as month-to-month can be volatile.	0.055	429	Sept	395	356	429
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%	Sept	83.3%	100%	100.0%
	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%	Sept	98.4%	98.5%	97.5%
	Informative, educational service "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Sept	98.1%	98.9%	96.8%
	Enjoyable experience "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Sept	97.4%	98.5%	97.6%
	Veterinarian clinic survey Final question of the monthly Vet Clinic survey on 5 point scale - "Overall, were you satisfied with PRC Accounting?"	NA	4.50	Sept	NA	5.00	5.00
QUALITY	**Average weekly volunteer hours** Four-week moving average. Source is the weekly hours volunteer report.	0.070	598.25	Sept	478.62	450.41	598.25
	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	Sept	1090 *	1099	1117
	Average inspections per day Based upon the daily supervisor hourly kennel inspection report (seasonaly adj.).	0.060	3.00	Sept	2.65 **	2.74	2.70
	Daily supplies - reserve multiple Source is the kennel essentials report.	0.050	1.75	Sept	1.58	1.73	2.65
	Food supplies - reserve multiple Source is the kennel essentials report.	0.050	1.75	Sept	1.60	1.83	1.81
	PRC Service Index (PRCSI)	**1.000**	**≥ 100.0**	**Sept**	**96.63**	**95.64**	**---**

* Equates to an average of 10.00 a.m. once seasonally adjusted (used in the PRCSI calculation)

** Equates to an average of 2.88 inspections per day once seasonally adjusted (used in PRCSI calculation)

In the Spotlight!

Meet Jona Bumstead, the newest member of PRC's Rescue Pets Section team

Q: How long have you worked in the Rescue Pets Section?
A: 2 years and 11 months

Q: What's the best part of the job?
A: Saving the most at-risk populations of pets in the shelter (Neonatal kittens and sick/injured pets)

Q: Why did you want to work for Pet Resources?
A: I started volunteering at an animal shelter when I was in fifth grade, and I made it my full-time career when I finished college. When moving to Tampa, it was an easy decision as to where I wanted to work because Pet Resources has such a good reputation amongst the animal welfare community.

Q: What's your preference – dogs or cats?
A: I have 4 dogs (and 4 Guinea pigs!) at home. I am very dedicated to saving cats/kittens as they need the most advocating for in shelters. I appreciate both species for who they are and tend to be drawn to animals based off their personalities more so than anything else!