


Index Surpasses Major Milestone in Customer Service Delivery

The Pet Resource Center Service Index (PRCSI) crossed the 100.0 point level for the first time since its inception during October, closing the month at 101.42. This was up 479 basis points from 96.63 in September. This suggests that overall, combined PRC customer service efforts are running +1.42% ahead of expectations. The 3-month moving average (PRCSI-MA3), which helps to smooth out month-to-month swings in the index, stands at 97.90. This indicates that the PRC is providing customer service at 97.90% versus plan over the short-run. Progress throughout the PRC teams contributed to October's success. The on-site customer service surveys of PRC guests continued to show very high marks during October, at 98% to 99%. Just one operational customer service indicator, documented hourly kennel/cage inspections, fell in October after seasonal adjustments to the index.

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.

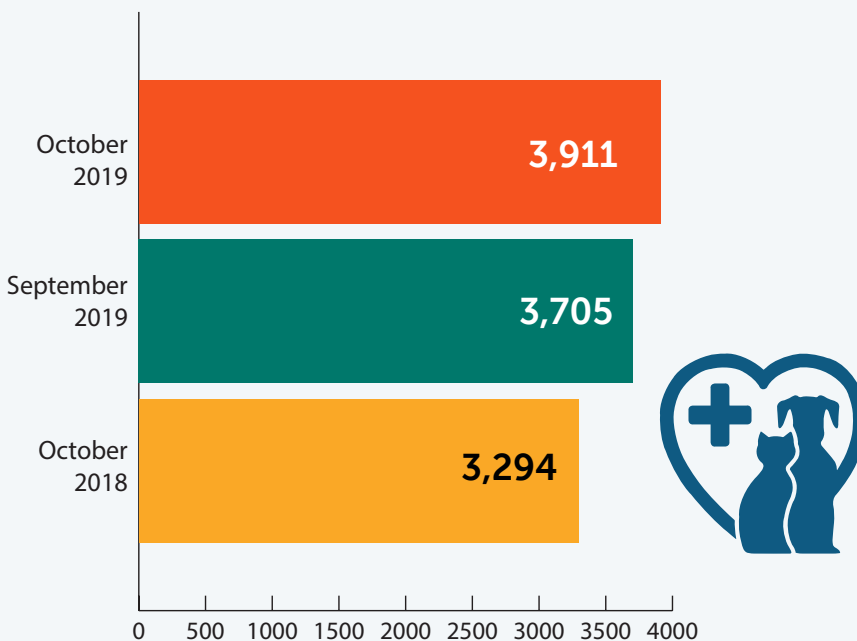
PRC Senior Leadership Team

Scott Trebatoski Pet Resources Director

Vital Signs



Total Visits Requiring Veterinary Services (all types) Ahead of prior month and one year ago



PRC's Veterinary Services handles thousands of tasks every month, ranging from intake exams and spay/neuters to rabies and heartworm issues. The chart shows the growth in demand for their services, while the full-time employee count remains relatively unchanged. When demand for services rises much faster than increases in expense (staffing), this yields a gain in productivity. This is especially noteworthy in the public sector and an outstanding example of positive customer service delivery.

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	3,294	Oct	3,991	3,705	3,294
	Total officer education calls made Based upon officer call results for the month by officer name and type of call.	0.030	5	Oct	91	10	6
	Average total calls per officer Based upon officer call results for the month by officer name and type of call.	0.120	125.0	Oct	115.5	106.0	149.5
	Licenses processed Three-month moving average as month-to-month can be volatile.	0.075	8,528	Oct	9,528	9,731	8,528
	Spay/neuter vouchers redeemed Three-month moving average as month-to-month can be volatile.	0.055	288	Oct	412	395	288
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%	Oct	75.0%	83.3%	NA
	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%	Oct	99.6%	98.3%	97.3%
	Informative, educational service "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Oct	99.4%	97.7%	96.4%
	Enjoyable experience "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Oct	98.1%	98.3%	97.2%
	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	Oct	5.00	NA	NA
QUALITY	Average weekly volunteer hours Four-week moving average. Source is the weekly hours volunteer report.	0.070	476.42	Oct	423.25	478.62	476.42
	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	Oct	1375 *	1090	NA
	Average inspections per day Based upon the daily supervisor hourly kennel inspection report (seasonally adj.).	0.060	3.00	Oct	2.12 **	2.65	NA
	Daily supplies - reserve multiple Source is the kennel essentials report.	0.050	1.75	Oct	1.72	1.58	NA
	Food supplies - reserve multiple Source is the kennel essentials report.	0.050	1.75	Oct	1.80	1.60	NA
PRC Service Index (PRCSI)		1.000	≥ 100.0	Oct	101.42	96.63	---

* Equates to an average of 12:44 p.m. once seasonally adjusted (used in the PRCSI calculation)

** Equates to an average of 2.29 inspections per day once seasonally adjusted (used in PRCSI calculation)

In the Spotlight!

Meet Shane Wolfe and Matt Armetta, PRC Community Liaisons



I enjoy combining both animal welfare and human sociology. Removing certain stigma or ideology is needed in the advancing animal welfare trends, bringing people and pets to an equilibrium of importance. Finding those people who need the help, are amenable to the assistance, and finding out-of-the-norm solutions is very satisfying work that keeps me engaged constantly.

- Shane Wolfe



I started with the PRC in August 2016. The aspect I most enjoy about this position is the human interaction. While we are primarily there for the animals, we also try to assist the individuals in other areas where they may be struggling. The relationships forged due to this position far transcend animal welfare.

- Matt Armetta