

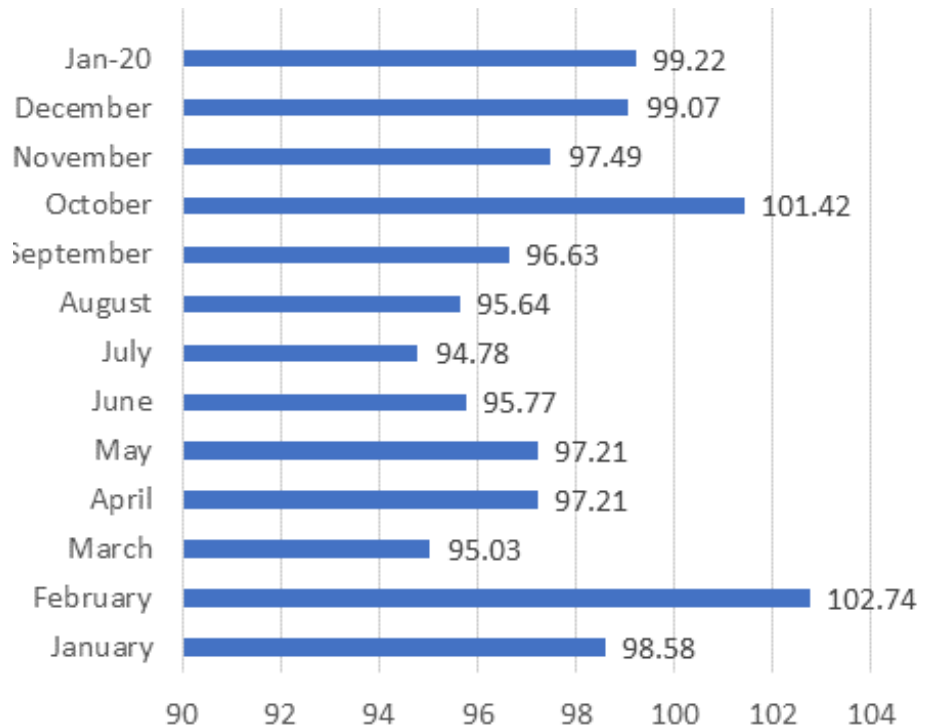
## Index Slows in January after December's strong finish for 2019

The Pet Resource Center Service Index (PRCSI) finished January with a score of 92.22. This was down from December's 99.07 level and the lowest overall showing over the past year. During months when the index moves up or down significantly, the index's three-month moving average (PRCSI-MA3) can be a better yardstick of prevailing customer service efforts. For January, the PRCSI-MA3 closed at 96.26. This suggests that, taken together, the PRC's 15 individual measurements of customer service (see table) achieved 96.26% of plan on the month. In terms of their actual performance versus their goals, the top three customer service indicators during January were: 1) the maintenance of on-hand food and cat litter inventories above reserve minimums (1.97X); 2) continuing satisfaction with the accounting department staff by local vet clinics and hospitals (5.00); and 3) the very high scores returned on the customer service survey by guests visiting the PRC (98.8%).

### Vital Signs




### PRC Customer Service Index by Month



#### 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	<b>Total Visits to Vet Services</b> Three-month moving avg. as months can be volatile. Productivity gains = more total visits in the same time period.	0.120	2,606	Jan	2,741	3,147	2,606
	<b>Total officer education calls made</b> Based upon officer call results for the month by officer name and type of call.	0.030	5	Jan	3	7	6
	<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	Jan	118	100.0	130.0
	<b>Licenses processed</b> Three-month moving average as month-to-month can be volatile.	0.060	8,648	Jan	8,127	8,820	8,648
	<b>Spay/neuter vouchers redeemed</b> Three-month moving average as month-to-month can be volatile.	0.040	498	Jan	378	406	498
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%	Jan	75%	100%	100%
	<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%	Jan	98.2%	98.6%	97.6%
	<b>Informative, educational service</b> "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Jan	98.2%	100.0%	93.3%
	<b>Enjoyable experience</b> "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Jan	100.0%	98.6%	93.0%
	<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	Jan	5.00	5.00	1.00
QUALITY	<b>Average weekly volunteer hours</b> Four-week moving average. Source is the weekly hours volunteer report.	0.070	435.44	Jan	353.88	301.64	435.44
	<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	Jan	1196	1085	990
	<b>Average inspections per day</b> Based upon the daily supervisor hourly kennel inspection report (seasonally adj.).	0.060	3.00	Jan	2.26	2.55	3.04
	<b>Daily supplies - reserve multiple</b> Source is the kennel essentials report.	0.050	1.75	Jan	1.24	1.09	2.44
	<b>Food supplies - reserve multiple</b> Source is the kennel essentials report.	0.050	1.75	Jan	1.97	2.31	2.22
<b>PRC Service Index (PRCSI)</b>		<b>1.000</b>	<b>≥ 100.0</b>	<b>Jan</b>	<b>92.22</b>	<b>99.07</b>	<b>98.58</b>

## In the Spotlight!



### Meet Stephanie Johnson, Certified Veterinary Technician

Q: How long have you been with PRC Veterinary Services?

A: I started as a volunteer with PRC since October 2008, and officially became an employee in July 2015.

Q: What do you enjoy most about your work as a CVT?

A: What I enjoy most about my work in shelter medicine are the animals that I have the chance of helping, and working with such an amazing team of people whom share the same care and compassion for the animals as much as I do.

Q: What would you share about yourself with the community?

A: I graduated from Hillsborough Community College Veterinary Technology Program in April 2015, and received my Certification in July 2015. Ever since I began working as a volunteer at PRC, I knew immediately that my heart is with shelter medicine. It's so rewarding to me to see animals heal from physical and/or emotional trauma and leave to go to their forever homes!