

Index surges in February after slow start in January

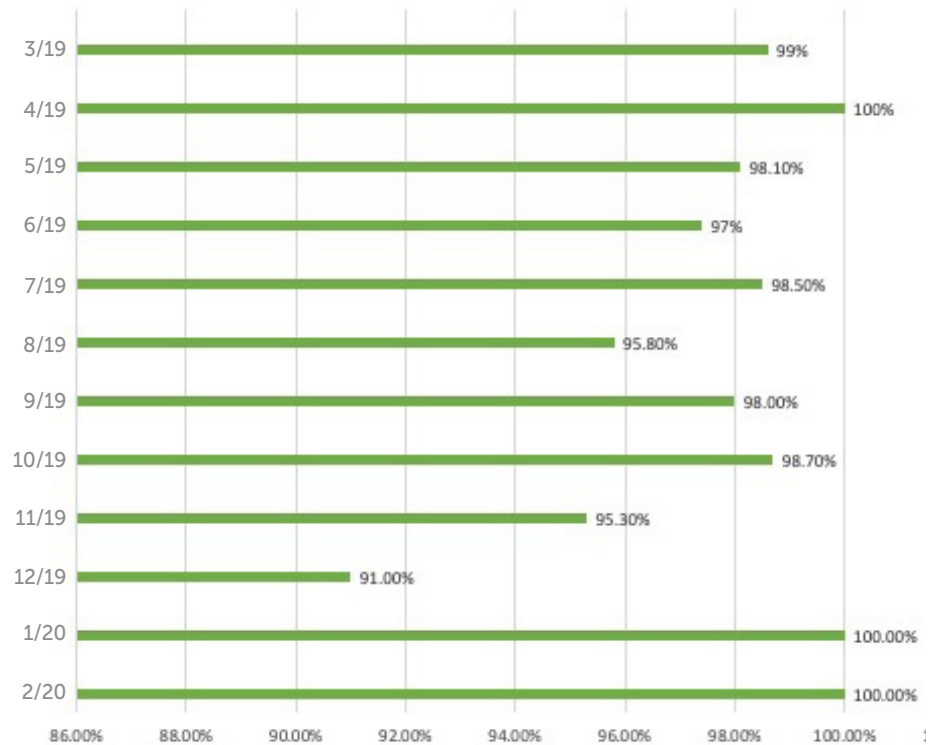
The Pet Resource Center Service Index (PRCSI) finished February with a score of 95.63. This is a significant turnabout from January's reading of 92.22. The 95.63 score suggests that, taken together, the PRC's 15 customer service indicators are performing at 95.63% of plan. The top three customer service indicators this month when compared against their goals or versus one year ago were: 1) the inventory reserve multiple for food; 2) responses from veterinary clinics on their experience working with PRC accounting staff; and 3) guest survey responses from their visit to the PRC (please see table for actual results for all customer service measurements).

Volunteer hours donated during February rose for the second straight month with an average of 391 hours donated per week for the four-week period ended February 29. This is off from the same period one year ago (450 hours per week during February 2019), but still represents a significant contribution by the public in terms of dollar value. Using a benchmark of \$20 per hour, this equates to \$7,820 in free resources per week.

Vital Signs



Guest opinion*: "Employees worked together to ensure today's visit was enjoyable"



* Source: Monthly Customer Service Survey (Question #4)

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



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	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	2,472	Feb	2,509	2,741	2,472
	Total officer education calls made Based upon officer call results for the month by officer name and type of call.	0.030	5	Feb	3	3	9
	Average total calls per officer Based upon officer call results for the month by officer name and type of call.	0.120	125	Feb	101	118.0	112.0
	Licenses processed Three-month moving average as month-to-month can be volatile.	0.060	8,916	Feb	8,741	8,127	8,916
	Spay/neuter vouchers redeemed Three-month moving average as month-to-month can be volatile.	0.040	365	Feb	386	378	365
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%	Feb	100%	75%	100%
	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%	Feb	100.0%	98.2%	98.4%
	Informative, educational service "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Feb	98.2%	98.2%	98.4%
	Enjoyable experience "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Feb	100.0%	100.0%	95.2%
	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	Feb	5.00	5.00	5.00
QUALITY	Average weekly volunteer hours Four-week moving average. Source is the weekly hours volunteer report.	0.070	448.9	Feb	391.2	353.88	448.9
	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	Feb	984	1196	982
	Average inspections per day Based upon the daily supervisor hourly kennel inspection report (seasonally adj.).	0.060	3.00	Feb	2.18	2.26	4
	Daily supplies - reserve multiple Source is the kennel essentials report.	0.050	1.75	Feb	1.17	1.24	1.89
	Food supplies - reserve multiple Source is the kennel essentials report.	0.050	1.75	Feb	2.14	1.97	2.67
	PRC Service Index (PRCSI)	1.000	≥ 100.0	Feb	95.63	92.22	104.37

PRC Customer Service Rebounds in February

