

Index Points to Slightly Slower Growth in March

The Pet Resource Center Service Index (PRCSI) finished March with a score of 94.85. This was a decrease of 78 basis points from February's 95.63 reading. For the first three months of 2020, the PRCSI has averaged 94.24, suggesting that the department's 15 customer service measurements have been performing at 94.24% of plan. Highlights for March included a 100% score on the customer service survey with respect to "kind, respectful, and prompt service," a 5.0 score from the veterinarian clinic survey on service received from the accounting department, and a jump in the number of education calls made by animal control officers.

The second half of March began to show the impact of the COVID-19 pandemic in areas such as volunteer hours and kennel inspection counts, but not enough to drag the PRCSI into unfavorable territory. As is the case with normal seasonality, a few statistical adjustments were made in the PRCSI's final tabulation due to COVID-19, but nothing greatly significant. While the first quarter 94.24 score was down from 99.33 in the first quarter of 2019, customer service delivery by the PRC was still holding well above the 90.0% threshold to open the new year.

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?

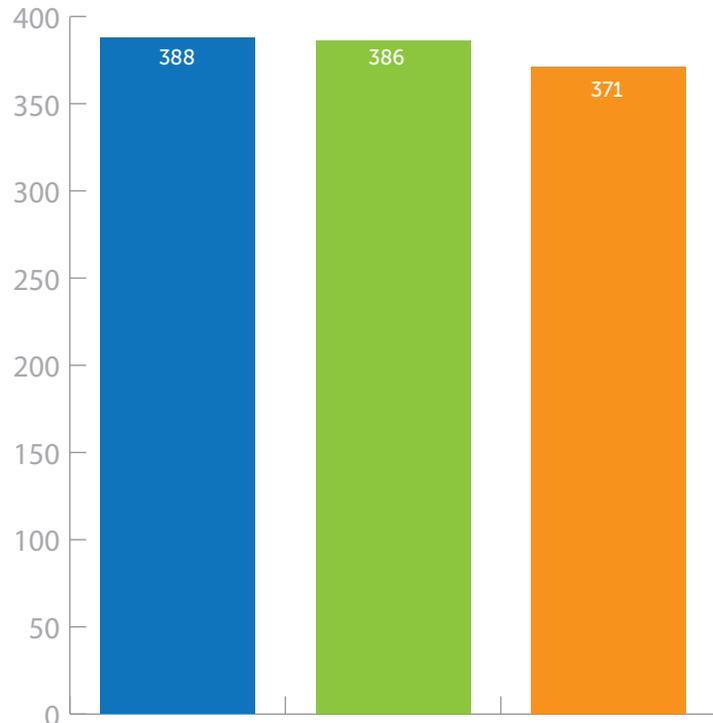


Values above 100.0 indicate forward progress when it comes to customer service delivery and the index should not dip below 90.0 points (implying 90% goal attainment.) The final scores can also be compared against the growth rates of Hillsborough County's resident population or its labor force as well 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.

Vital Signs



Spay/Neuter vouchers redeemed up from prior month and one year ago*



* Note: Counts are 3-month moving averages.

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	2,551	Mar	2,263	2,509	2,551
	Total officer education calls made Based upon officer call results for the month by officer name and type of call.	0.030	5	Mar	8	3	2
	Average total calls per officer Based upon officer call results for the month by officer name and type of call.	0.120	125	Mar	115	101.0	115.0
	Licenses processed Three-month moving average as month-to-month can be volatile.	0.060	9,404	Mar	9,400	8,741	9,404
	Spay/neuter vouchers redeemed Three-month moving average as month-to-month can be volatile.	0.040	371	Mar	388	386	371
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%	Mar	92%	100%	50%
	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%	Mar	100.0%	100.0%	97.9%
	Informative, educational service "Service today was informative, educational, and easy to understand" (history only goes back to Feb. '18).	0.070	93%	Mar	90.0%	98.2%	97.9%
	Enjoyable experience "Employees worked together to ensure today's visit was enjoyable" (history only goes back to Feb. '18).	0.070	93%	Mar	89.5%	100.0%	91.0%
	Veterinarian clinic survey Final question of the monthly Vet Clinic survey on 5 point scale - "Overall, were you satisfied with PRC Accounting?"	0.030	5.00	Mar	5.00	5.00	5.00
QUALITY	Average weekly volunteer hours Four-week moving average. Source is the weekly hours volunteer report.	0.070	477.40	Mar	380.00	391.2	477.40
	Supervisor kennel inspections Based upon the daily supervisor hourly kennel inspection report (read as a time of day: 9:50 = 9:50 a.m.).	0.150	1000	Mar	1061	984	1043
	Average inspections per day Based upon the daily supervisor hourly kennel inspection report (seasonally adj.).	0.100	3.00	Mar	2.40	2.18	3.2
	Daily supplies - reserve multiple Source is the kennel essentials report.	---	1.75	Mar	NA	1.17	2.04
	Food supplies - reserve multiple Source is the kennel essentials report.	---	1.75	Mar	NA	2.14	2.26
	PRC Service Index (PRCSI)	1.000	≥ 100.0	Feb	95.63	92.22	104.37

In the Spotlight!



Dr. Jill Kirk, Forensic Veterinarian

Q: How long have you worked at the PRC?

A: 10 months

Q: What are your major duties?

A: Daily surgeries and medicine for all of our animals, as well as going on scene to help our Animal Control department with cruelty investigations, hoarding cases and wellness visits. I also perform necropsies when animals come to us deceased to try to find out why. I testify in court for these cases too.

Q: What do you enjoy most about your work at the PRC?

A: I love being able to mend animals that come in with problems; problems that might seem insurmountable, or would have been several years ago. I love seeing them transform into healthy animals, and find their forever homes!

