

## Index shows Pet Resources' customer service stable in May

The Pet Resource Center Service Index (PRCSI) for May 2020 reflects those measurements still remaining as the PRC expands their new business approach. For June, additional indicators will be included to expand the picture of customer service delivery. For May, the remaining indicators (see table) show the PRCSI finished at 91.28 points. This is a conservative reading because the team did not receive any replies from the small sample of veterinary clinics surveyed, and this indicator normally fares very well. The next update will include four additional customer service indicators retrofitted for the new PRC business model: 1) volunteerism; 2) food inventory snapshot; 3) kennel/cage inspection visitations; and 4) a PRC visitor satisfaction survey.

### 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.

### 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
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### CUSTOMER FEEDBACK

<b>Adopting family survey</b> Satisfaction rating with the Veterinary Services staff using a 1 to 10 point scale.	0.333	8	May	8	New	NA
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<b>Veterinarian clinic survey</b> Final question of the monthly Vet Clinic survey on 5 point scale - "Overall, were you satisfied with PRC Accounting?"	---	5.00	May	NA	5.00	5.00
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### PRODUCTIVITY

<b>Licenses processed - 1 FTE</b> Three-month moving average as month-to-month can be volatile. Only 1 staff person processes licenses.	0.333	9,380	May	8,899	8,707	9,380
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<b>Spay/neuter vouchers redeemed</b> Three-month moving average as month-to-month can be volatile.	0.333	323	May	256	328	363
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<b>PRC Service Index (PRCSI)</b>	1.000	≥ 100.0	May	91.28	91.06	97.21
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### 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.

## In the Spotlight!

### PRC WELLNESS TEAM

With nearly 18,000 pets last year taken in by the Pet Resource Center, it can be difficult to find a forever home for an individual pet with behavioral challenges. In fact, most pets who come into the shelter are stressed and fearful. A new team at Pet Resources has been created to help these pets overcome their fears and become adoptable – the Behavioral Wellness Team.

Jordan Hayes leads the team that began work in February of this year. Since 2010, Jordan has been a professional trainer and behavior consultant, working with a multitude of dogs ranging from basic pet training to canine protection and police work. She has also served as a head trainer for the non-profit organization This Able Veteran, which is a service dog organization benefitting military veterans suffering from post-traumatic stress disorder (PTSD). In 2014, Jordan moved to Florida, where she did behavioral and training consulting, as well as worked as a technician for a veterinary clinic. From 2015 to 2020, Jordan worked at Busch Gardens as a Senior Animal Care Specialist with their elephant department.

The other half of the Wellness dynamic duo is Rafael Fontan. Rafael, or “Rafi,” came to PRC with 15 years of experience. This includes with Dogs Playing for Life, where for three and a half years he traveled to shelters around the country teaching them to implement canine Play Groups enrichment programs. He also worked with extreme behavior dogs at the Canine Center of Florida, in Lake City. Prior to that, he was the Lead Trainer at SPCA, FL.

Together, PRC’s Wellness team ensures all pets receive individualized enrichment and training, to help them with positive socialization and discourage negative behaviors. In these past few months, this team has helped dozens of dogs get adopted into loving homes.



Jordan and Vanilla



Rafi and Maui

### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director

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