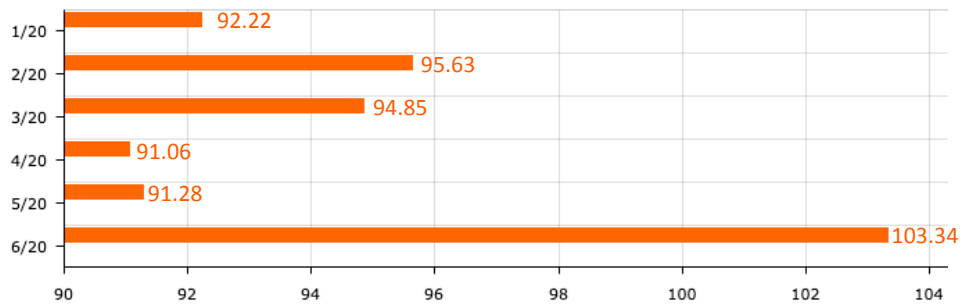


## Index suggests customer service efforts increased substantially in June

The Pet Resource Center Service Index (PRCSI) for June 2020 closed the month up +13.2%, boosted in large part due to favorable feedback from pet adopters and volunteerism. For the month, the PRCSI finished at 103.34 versus 91.28 during May. The 103.34 reading means that, on a combined basis, the PRC's customer service measurements exceeded plan by +3.34%. June was the best month of 2020 to date (chart).

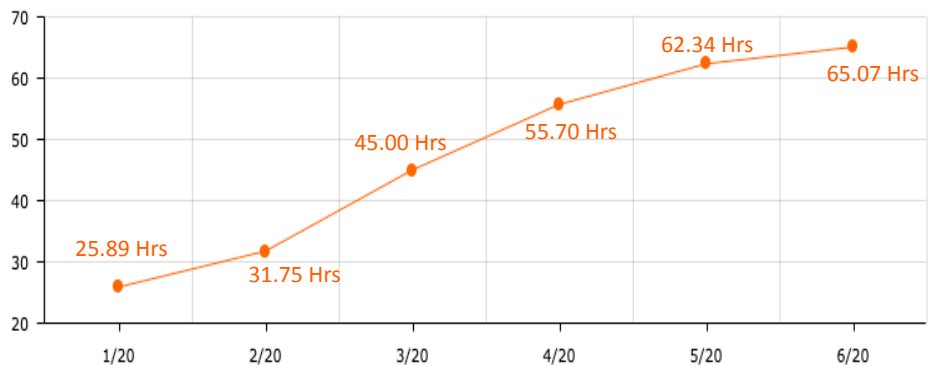
This month, two additional customer service measurements were introduced: 1) donated volunteer hours tracked by using a four-week moving average; and 2) food inventory management relative to minimum on-hand standards for both dry and can food products. From a customer service standpoint, both of these metrics are "quality" indicators as the volunteers are glad to serve with an organization that does so much for the animals in its charge, while also keeping ample food stocks on hand in the event of unforeseen circumstances, which suggests good stewardship. For the month of June, five of the six PRC customer service indicators achieved 84% of goal or better.

## Pet Resource Center Service Index by Month.



Data collection credit: Andy Melville-Lyon, Business Systems Department Specialist

## Average weekly volunteerism has been rising.



Credit: Ms. Christine Leto, Engagement & Enrichment Coordinator

### 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.



**Understanding the chart:** Given the COVID-19 pandemic, volunteerism at the PRC was curtailed for all of April into early May. The chart illustrates the resumption of volunteerism since that time, as measured by the hours donated based upon four-week moving averages. For example, over the four-week period ending July 4, average hours donated by volunteers was 65.07 hours per week. This is over twice that for the four weeks ended June 6.

### 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
<b>CUSTOMER FEEDBACK</b>						
<b>Adopting family survey</b> Satisfaction rating with the Veterinary Services staff using a 1 to 10 point scale.	0.167	8	June	9	8	NA
<b>Veterinarian clinic survey</b> Final question from the monthly Vet Clinic survey on 5-point scale - "Overall, were you satisfied with PRC Accounting?"	0.167	4.50	June	5.00	NA	5.00
<b>PRODUCTIVITY</b>						
<b>Licenses processed - 1 FTE</b> Three-month moving average, as month-to-month can be volatile. Only one staff person processes licenses.	0.167	9,228	June	7,738	8,899	9,228
<b>Spay/neuter vouchers redeemed</b> Three-month moving averages, as month-to-month can be volatile.	0.167	361	June	216	256	361
<b>QUALITY</b>						
<b>Average weekly volunteer hours</b> Weekly volunteer hours (4-week moving average)	0.167	51.78	June	62.34	25.89	537
<b>Food supplies - reserve multiple</b> Ratio of dog and cat food supplies by type-to-minimum on-hand goal (X)	0.167	1.75	June	2.32	NA	1.73
<b>PRC Service Index (PRCSI)</b>	1.000	≥ 100.0	June	103.34	91.28	95.77

## In the Spotlight!

### A very SPECIAL team member!



Five years ago, two feral orange tabby kittens were dropped off at the Pet Resource Center. Not having a proper place to return them to, they became "working cats" that live outside and keep pests away from the kennels. Their names were Romeo and Juliet. Neither were particularly friendly to people. Romeo developed medical issues and was fostered, then adopted by a staff member's family.

Juliet has stayed with us. And, now, she's just as much a part of Pet Resources as any staff member. She greets employees when they arrive in the morning, snuggles and gets petted throughout the day by employees on their breaks, and she keeps the place safe at night. The only time she gets cranky is when she receives flea and tick treatment. Juliet is our outstanding employee for June!

*Credit: Dr. Mallory Offner, DMV and Chief Veterinarian*



### Veterinary Services Feature



All cats are dropped off in a carrier; we typically receive multiple cats per carrier. The cats are housed in our cages while they are here and will recover there, after surgery until they go home with their foster parents (images above). Veterinary Services has started helping local rescue groups and the Humane Society. During May, we provided care for 56 "rescue support" animals who are at the PRC mainly for spay/neuter, but our staff has also seen them for vaccination, testing, and sick exams. In June, the number jumped up to 929 animals!

*Credit: Lori Letzring, APR, Division Director, Shelter Operations & Community Service*

### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director

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