

Index Suggests Slower but Favorable Growth in Customer Service During

The Pet Resource Center Service Index (PRCSI) decreased in November from 105.80 in October to 98.61. While the index gave up ground during the month, those customer service measurements that are primarily controllable by PRC staff performed very well. The index was negatively impacted by slower productivity results in terms of license renewals and spay/neuter voucher redemptions, services in place to benefit the Hillsborough County community, but to a large degree dependent upon actions taken by the public.

Both customer service surveys scored very high in November: adopting families rated the Veterinary Services team a perfect 10 (1 to 10 scale), and Hillsborough Animal clinics and hospitals scored the Accounting Department a 4.80 (1 to 5 scale) on its services. Another positive outcome has been the steady increase in the total hours donated by

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?

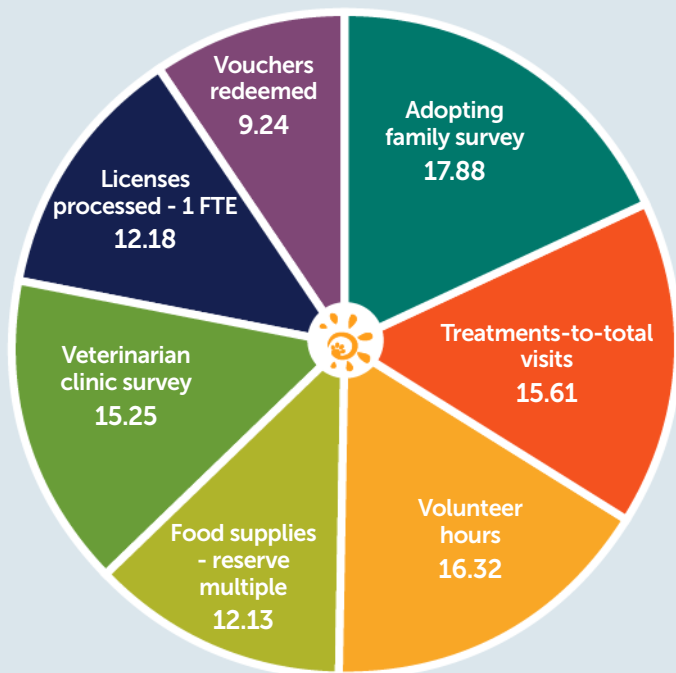


Values above 100.0 indicate forward progress when it comes to customer service delivery and the index should not dip below 90.0 points (implying 90% goal attainment.) The final scores can also be compared against the growth rates of Hillsborough County's resident population or its labor force as well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

PRC Customer Service Index Composition - November 2020



November customer service index **98.61**

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

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	Basis or 1 Year Ago	Latest Date	Latest Data	Preceding Period	1 Year Ago
CUSTOMER FEEDBACK						
Adopting family survey Satisfaction rating with the Veterinary Services staff using a 1 to 10 point scale.	0.143	8	Nov	10	9.43	NA
Veterinarian clinic survey Final question from the monthly Accounting Dept. survey on 5-point scale - "Overall, were you satisfied with PRC Accounting?"	0.143	4.50	Nov	4.80	4.00	4.00
PRODUCTIVITY						
Treatments-to-total visits Multiple of total treatments by Veterinary Services-to-total individual visits	0.143	1.75	Nov	1.91	1.99	1.83
Licenses processed - 1 FTE Three-month moving average, as month-to-month can be volatile. Only one staff person processes licenses.	0.143	9,588	Nov	8,169	8,777	9,588
Spay/neuter vouchers redeemed Three-month moving averages, as month-to-month can be volatile.	0.143	444	Nov	287	295	444
QUALITY						
Average weekly volunteer hours Weekly volunteer hours (4-week moving average)	0.143	147.87	Nov	168.75	147.87	492.88
Food supplies - reserve multiple Ratio of dog and cat food supplies by type-to-minimum on-hand goal (X)	0.143	1.25	Nov	1.06	2.89	1.74
PRC Service Index (PRCSI)	1.000	≥ 100.0	Nov	98.61	105.80	97.49

PRC Customer Service Spotlight

Shelter Dogs Savor Holiday Season!

Canines at Hillsborough County's Pet Resource Center recently enjoyed a tasty sampling of the season as they took turns sniffing, licking, and devouring the completely edible HAPPY HOWLODAYS!! house. Shelter staffers built the ice-cooler-sized structure using dog biscuits, honey, peanut butter, and other scrumptious treats.

A miniature mailbox, presents, and chimney seemed especially enticing. A snowman made of Rice Krispy treats, which was positioned on the scaled-down front lawn, was remarkably resilient.

The break from normal routines is part of an emphasis on socializing and enriching the lives of dogs temporarily housed at the shelter. Accomplishing those goals can be challenging, especially with COVID-19 protocols limiting the number of visitors and volunteers at the facility.



Prince gets in the holiday spirit at the Pet Resource Center.

PRC Senior Leadership Team

Scott Trebatoski Pet Resources Director

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