

## Index Suggests PRC Customer Service Increased Sharply in January

The Pet Resource Center Service Index (PRCSI) jumped from 88.38 in December 2020 to 99.06 in January 2021, a 12.1% increase (see table for details). This reading is favorable compared against a score of 92.22 one year ago. The top three customer service indicators driving this strong improvement were, in order of magnitude when compared against their monthly goals: 1) responses on the veterinary clinic survey regarding service received from the PRC Accounting staff; 2) the number of spay/neuter vouchers that were redeemed; and 3) the pet food reserve multiple. Another sign of strength during January was volunteerism, with donated hours averaging over 230 hours per week. This was the second month in a row that volunteerism has exceeded 200+ hours per week.

### 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?

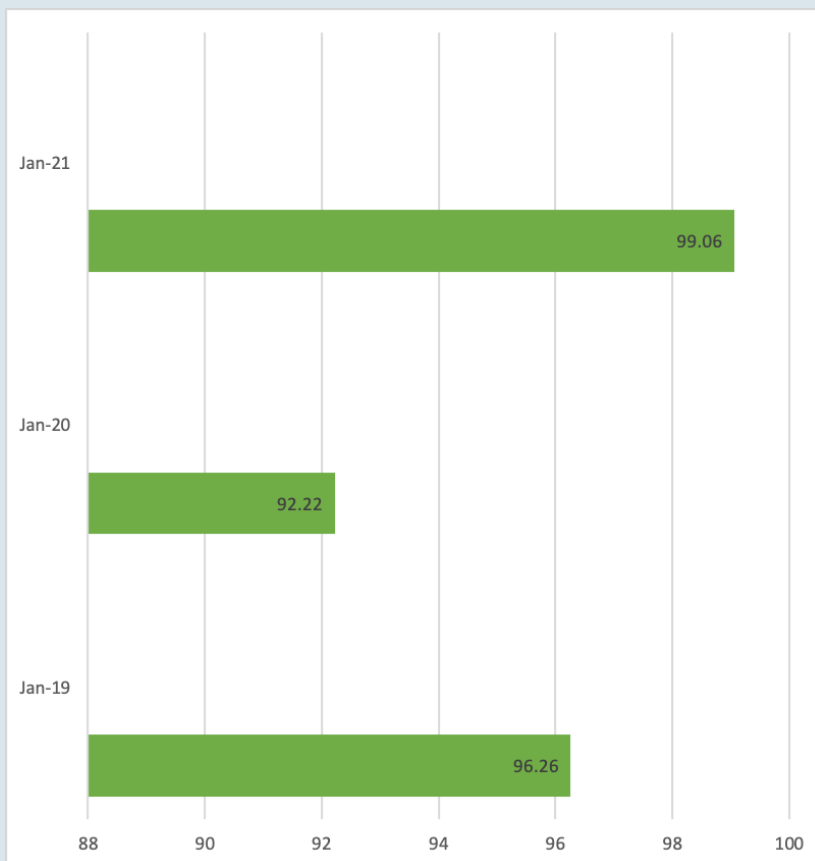


Values above 100.0 indicate forward progress when it comes to customer service delivery and the index should not dip below 90.0 points (implying 90% goal attainment.) The final scores can also be compared against the growth rates of Hillsborough County's resident population or its labor force as well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



January 2021 outperformed the past two years



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
<b>CUSTOMER FEEDBACK</b>						
<b>Adopting family survey</b> Satisfaction rating with the Veterinary Services staff using a 1 to 10 point scale.	0.143	8.0	Jan	10.0	9.60	---
<b>Veterinarian clinic survey</b> Final question from the monthly Accounting Dept. survey on 5-point scale - "Overall, were you satisfied with PRC Accounting?"	0.143	4.50	Jan	5.00	2.00	5.00
<b>PRODUCTIVITY</b>						
<b>Treatments-to-total visits</b> Multiple of total treatments by Veterinary Services-to-total individual visits	0.143	1.75	Jan	1.01	1.74	2.17
<b>Licenses processed - 1 FTE</b> Three-month moving average, as month-to-month can be volatile. Only one staff person processes licenses.	0.143	8,127	Jan	7,989	6,934	8,820
<b>Spay/neuter vouchers redeemed</b> Three-month moving averages, as month-to-month can be volatile.	0.143	378	Jan	362	286	406
<b>QUALITY</b>						
<b>Average weekly volunteer hours</b> Weekly volunteer hours (4-week moving average)	0.143	215.16	Jan	230.78	215.16	353.88
<b>Food supplies - reserve multiple</b> Ratio of dog and cat food supplies by type-to-minimum on-hand goal (X)	0.143	1.25	Jan	1.22	0.97	2.12
<b>PRC Service Index (PRCSI)</b>	1.000	≥ 100.0	Jan	99.06	88.38	92.22

## PRC Customer Service Spotlight

### Meet Andrea Bencardino Florez

I have been working in the Veterinary Services department of PRC for a little over a year now. I have always been interested in the medical field. Originally, my path was to become a [medical] nurse, until I realized I could become a veterinary nurse and serve as an advocate for my four-legged patients while still enjoying the benefits of working in medicine.

In the last year, Veterinary Services has been able to provide life-saving programs to help pet owners through the hardships of 2020. PRC has kept so many families together. There is so much room for improvement and growth in these programs for the community. It is an honor to be a part of this team.

As far as my education goes, I am a 2016 HCC Veterinary Associate graduate. I have worked in general practice, low-cost, high-volume clinics, and specialty/emergency care.

I am a dog mom of two chihuahuas and a husky who thinks she is a chihuahua. I work two veterinary jobs. So, I practically eat, breathe, and love veterinary medicine!



### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director

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