

## Index Suggests PRC Customer Service Starts 2021 Strong

Building from a very strong +12.1% gain in January, the Pet Resource Center Service Index (PRCSI) jumped again during February, rising +9.2% to 108.20. As the following chart illustrates, February was one of the most favorable months for customer service delivery over the last year. Presently, there are seven PRC customer service indicators that fall under three separate customer service measurement categories: quality, customer feedback, and productivity. All three groups performed very well in February (see table). When compared against their monthly goals, the leading customer service measurements during February were: 1) food inventory ratio; 2) Veterinary Services adopting survey; and 3) Accounting Services survey of Hillsborough County animal clinics and hospitals. With respect to the public surveys, the sample sizes are generally small. But over time, the feedback remains consistently high with respect to the service provided by PRC staff.

### 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?



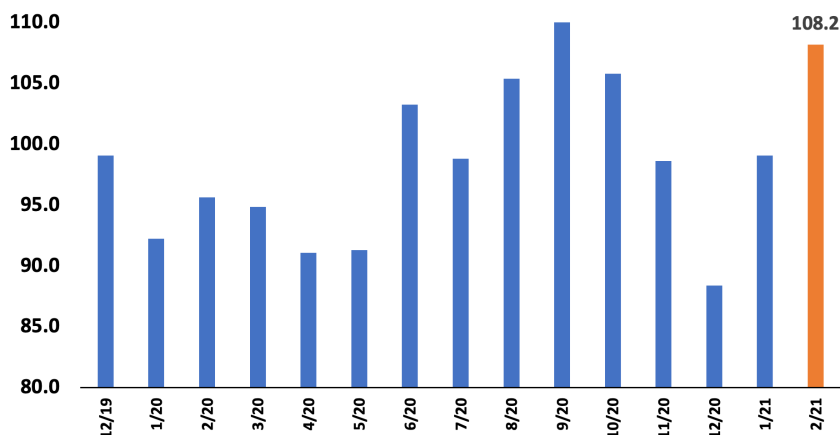
Values above 100.0 indicate forward progress when it comes to customer service delivery and the index should not dip below 90.0 points (implying 90% goal attainment.) The final scores can also be compared against the growth rates of Hillsborough County's resident population or its labor force as well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

Feb. 2021 surges on favorable results across the board



The chart illustrates the overall Pet Resource Center Service Index (PRCSI) from late 2019 to the present. February was a very favorable month as six of seven customer service measurements achieved 90% of their targets or higher. Results above 100.0 suggest that customer service delivery is exceeding expectations.

*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	Feb	10.0	10.0	10.0
<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	Feb	5.00	5.00	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	Feb	1.59	1.01	1.61
<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	8,741	Feb	7,879	7,989	8,741
<b>Spay/neuter vouchers redeemed</b> Three-month moving averages, as month-to-month can be volatile.	0.143	386	Feb	321	362	386
<b>QUALITY</b>						
<b>Average weekly volunteer hours</b> Weekly volunteer hours (4-week moving average)	0.143	222.97	Feb	231.00	230.78	391.20
<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	Feb	1.91	1.22	2.14
<b>PRC Service Index (PRCSI)</b>	1.000	≥ 100.0	Feb	108.20	99.06	95.63

## PRC Customer Service Spotlight

### Meet Matt Armetta

**Q:** How long have you been working at PRC?

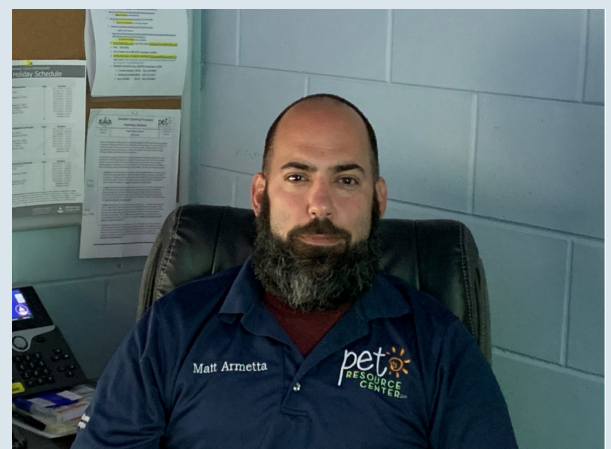
**A:** I have been employed with Pet Resources for a little under five years.

**Q:** What drew you to work here?

**A:** After I separated from the military, I struggled to find a meaningful job. I knew I wanted to get back into public service; I just wasn't sure in what capacity. Ultimately, my love for animals drew me to PRC.

**Q:** What do you like best about working at PRC?

**A:** Aside from working with a caring team of coworkers, it is the daily impact we make on our community. From watching an animal get adopted and leave our care to assisting with an owned pet so they can stay in the home. Not to mention the unlimited animal cuddles.



### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director

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