

Index Suggests PRC Customer Service Efforts Running at a High Level

Coming off a strong February, the Pet Resource Center Service Index (PRCSI) slightly decreased in March, but still posted a very favorable score. The index closed at 106.90 versus 108.20 in February. These two high back-to-back monthly readings brought the first quarter average to 104.72, indicating that over the first three months of 2021, customer service delivery is running +4.72% better than plan and is well inside the 100.00 to 110.0 desired range.

While there was an initial lag in response times from the public and the veterinary clinics this month, the survey responses were positive after their arrival. The average scores for both customer service surveys exceeded monthly expectations (see table). On a combined basis, the surveys contributed 29% to the overall March result. In terms of the pet adopter survey from Dr. Kirk, these are now being released throughout the month versus all at once on a specific date. This action has improved the overall response rates.

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?

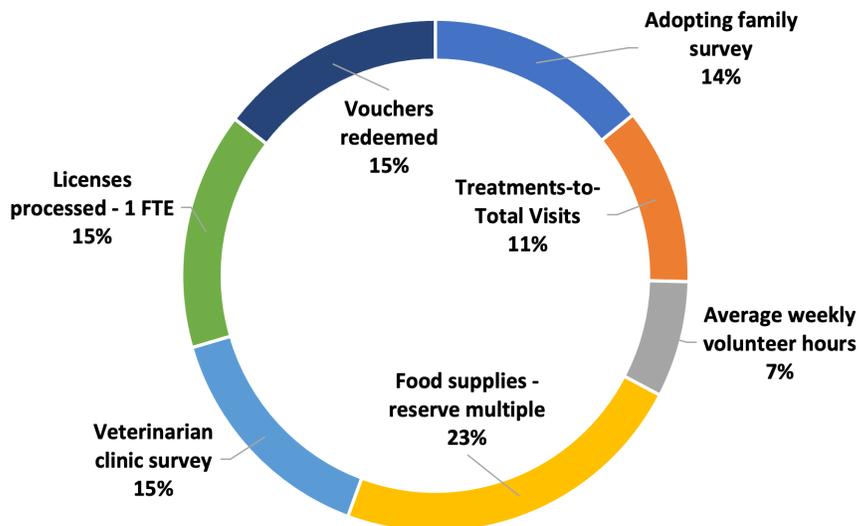
Values above 100.0 indicate forward progress when it comes to customer service delivery and the index should not dip below 90.0 points (implying 90% goal attainment.) The final scores can also be compared against the growth rates of Hillsborough County's resident population or its labor force as well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



Composition of the March 2021 PRCSI



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	8.0	Mar	8.5	10.0	---
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	Mar	5.00	5.00	5.00
PRODUCTIVITY						
Treatments-to-total visits Multiple of total treatments by Veterinary Services-to-total individual visits	0.143	1.75	Mar	1.46	1.59	1.59
Licenses processed - 1 FTE Three-month moving average, as month-to-month can be volatile. Only one staff person processes licenses.	0.143	9,400	Mar	10,539	7,879	9,400
Spay/neuter vouchers redeemed Three-month moving averages, as month-to-month can be volatile.	0.143	388	Mar	421	321	388
QUALITY						
Average weekly volunteer hours Weekly volunteer hours (4-week moving average)	0.143	286.04	Mar	157.09	231.00	286.04
Food supplies - reserve multiple Ratio of dog and cat food supplies by type-to-minimum on-hand goal (X)	0.143	1.25	Mar	2.14	1.91	1.59
PRC Service Index (PRCSI)	1.000	≥ 100.0	Mar	106.90	108.20	94.85

PRC Customer Service Spotlight



Meet Lauryn Postiglione

What do you do at Pet Resources?

I am a program coordinator at the Pet Resource Center. I work with our Pet Support team to assist pet owners who may need food/medical/behavior assistance for their pets or need to surrender them to the shelter. I also work with our Communications department for social media and promoting our shelter on TV.

What do you like most about the work you do?

I enjoy promoting and educating people on the amazing work our shelter does and being able to help pet owners keep their animals by providing them assistance.

What changes have you seen since you started at Pet Resources?

I have been with Pet Resources for eight years now and there have been so many positive changes at the shelter. We are at a 90% save rate, we have new programs in place to assist citizens with their pets, and we have more enrichment programs for our pets.

PRC Senior Leadership Team

Scott Trebatoski Pet Resources Director

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