

## Index Points to Second Best Customer Service Month in Three Years

The Pet Resource Center Service Index (PRCSI) jumped +4.52% in April, closing at its second highest level since the PRC initiated monthly customer service measurements three years ago. The PRCSI presently stands at 111.73, suggesting that staff customer service efforts are running +11.73% ahead of expectations, which is a very high score for any single month. During April, 75% of the department's customer service measurements met or achieved goal. Most finished well ahead of plan, driving the PRCSI to a high level. The leading PRC customer service measurements for the month versus plan in order of magnitude were: 1) spay/neuter vouchers redeemed (reflects on PRC productivity), 2) average weekly volunteer hours (reflects on the quality of the PRC organization), and 3) the food inventory ratio (reflects on the stewardship of the PRC towards the animals in its care).

### 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



### 2021 PRC Customer Service Efforts on Par with County Growth

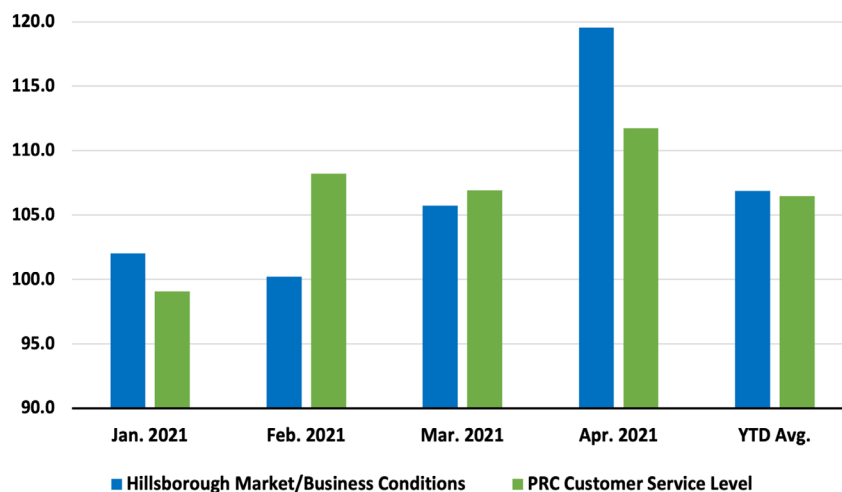


Chart Summary: The chart compares the monthly performance of a group of local business and economic indicators versus the Pet Resource Center Service Index. After four months, the two indexes are nearly even: Hillsborough County Market Index = 106.47; PRCSI = 106.88. This is a difference of only 41 basis points, which is negligible after four months and the extraordinary county growth that was experienced in April due to the COVID vaccine rollout. When customer service delivery by a government unit can meet or exceed the performance of the community it serves, that suggests very good stewardship and a high return on public funds.

### 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 One Year Ago	Latest Date	Latest Data	Preceding Period	One 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	Apr	7.0	8.5	Covid
<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	Apr	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	Apr	1.42	1.46	1.14
<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	8,707	Apr	9,771	10,539	8,707
<b>Spay/neuter vouchers redeemed</b> Three-month moving averages, as month-to-month can be volatile.	0.143	328	Apr	475	421	328
<b>QUALITY</b>						
<b>Average weekly volunteer hours</b> Weekly volunteer hours (4-week moving average)	0.143	157.09	Apr	195.67	157.09	Covid
<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	Apr	1.50	2.14	Covid
<b>PRC Service Index (PRCSI)</b>	1.000	≥ 100.0	Apr	111.73	106.90	94.85

## PRC Staff Spotlight

### Meet Geoffrey Simons

**Q: Why did you want to work for Pet Resources?**

**A:** I'll admit that I am an avid animal lover, so the idea of working in an environment where I would be surrounded by animals all day was very enticing. However, my goal was to further challenge myself professionally by entering the world of animal welfare. I've been very fortunate to gain experience working with children and older adults over the past several years, but I knew PRC would give me the opportunity to gain new skills while strengthening those I currently possess.

**Q: You also have a background in Social Services. Do you feel that helps you in facing the challenges we have with pets and pet owners?**

**A:** Coming from a background in social services, I believe I offer a unique perspective to the organization that focuses on the human component. A philosophy that I firmly believe is, "In order to ensure the success of each pet that leaves the shelter, we must ensure the success of each owner." This can be done by providing education and resources to new and current pet owners, upholding a non-biased, judgment-free environment, and ensuring we provide a top-notch level of customer service where both pets and owners are equally valued.

**Q: What do you like most about your job?**

**A:** There are so many aspects of my position that I greatly enjoy, whether it be having a hand in animals finding loving homes on a daily basis or having the opportunity to work with a great interdisciplinary team of animal advocates. However, my favorite part would be working with the public and specifically, working on cases involving the reunification of pets with their owners. It can sometimes feel like detective work and some challenges may arise during the process, but it is very fulfilling to reach the end and facilitate their unification.

**Q: Are you a dog person? Cat person? Or both?**

**A:** I'm the proud dad of both a cat and dog. So, I'd say I'm a cat and dog person equally. Truthfully, the biggest challenge of working at PRC is not personally adopting every animal you interact with. If this were the case, my house would have been well overrun after my first month of employment!



### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director

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