

## Index Suggests Slower but Impressive Customer Service in May

The Pet Resource Center Service Index (PRCSI) decreased -8.41 points in May, closing at 103.32. However, this result is coming off its second-best month in over three years. A reading of 103.32 is still well inside the target 100.0-to-110.0-point range; this range infers that the monthly customer service goals are neither too aggressive nor too soft. The leading PRC customer service measurements for the month versus plan were, in order of magnitude: 1) spay/neuter vouchers redeemed (reflects on PRC productivity); 2) survey responses from adopting families on behalf of the Veterinary Service team (9.3 average out of a possible 10.0); and 3) licenses processed by Accounting Services with only 1.0 FTE (a secondary measure of productivity by PRC staff where higher productivity levels by a government institution automatically implies high levels of customer service delivery as public funds are being spent). For the month of June and onward, two PRC customer service goals may be adjusted to reflect more recent prevailing conditions: 1) average weekly volunteer hours (reflects community support); and 2) the food reserve multiple (reflects stewardship).

### 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 January Customer Service

May 2021 outperformed the past two years

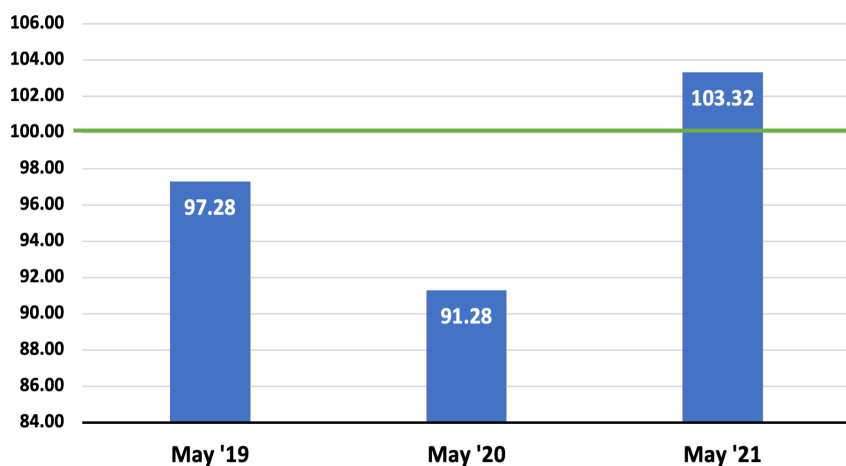


Chart Summary: The chart illustrates overall customer service by the PRC, whereby 100.0 equals at expectations using the weighted, combined customer service indicators. May 2021 outperformed both May 2020 and May 2019 by solid margins, with a 103.32 score. This means that, taken together, the PRC's customer service metrics exceeded plan by +3.32%, which is a very favorable showing in just a 30-day period.

### 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	May	9.3	7.0	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	May	4.67	5.00	Covid
<b>PRODUCTIVITY</b>						
<b>Treatments-to-total visits</b> Multiple of total treatments by Veterinary Services-to-total individual visits	0.143	1.75	May	1.56	1.42	1.55
<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	8,899	May	9,516	9,771	8,899
<b>Spay/neuter vouchers redeemed</b> Three-month moving averages, as month-to-month can be volatile.	0.143	256	May	582	475	256
<b>QUALITY</b>						
<b>Average weekly volunteer hours</b> Weekly volunteer hours (4-week moving average)	0.143	195.67	May	144.94	195.67	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	May	1.03	1.50	Covid
<b>PRC Service Index (PRCSI)</b>	1.000	≥ 100.0	May	103.32	111.73	91.28

## PRC Staff Spotlight



### Meet Devin Saari, Animal Care Assistant

**Q: How long have you been with the Pet Resource Center?**

**A:** I started in February, so about five months so far!

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

**A:** Meet-and-greets are the best part! It's awesome when you help get a dog into a home and out of the shelter!

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

**A:** I like both dogs and cats.

**Q: What would you like to share about yourself with the community?**

**A:** "You have to regard yourself as a cloud, you see, because clouds never make mistakes ... have you ever seen a misshapen cloud?" ~ Alan Watts, philosopher, writer

### PRC Senior Leadership Team

**Scott Trebatoski** Pet Resources Director

**Copyright Notice:** Reproduction of this material, either written or electronically, including the general layout, graphics, analyses, and content topics without the express approval of Target Performance Systems, Inc., a Florida corporation, is forbidden without written consent. Thank you for your support of the Pet Resource Center and the Hillsborough County Government.