



May 2020

**93.66**  
points

## Modified index points to steady customer service levels since March

As outlined in the April report, the Customer Service & Support Service Index (CSSSI) was structurally reconfigured during April to account for the COVID-19 pandemic. This month's report, like April, can be viewed as transitional but still tracks several key indicators. These metrics averaged 93.66 for the month. The CSSSI-MA3, which is a three-month moving average, helps to smooth out month-to-month fluctuations from events like the pandemic. As the nearby chart illustrates, the CSSSI-MA3 is at 98.55, illustrating the resilience of customer service efforts since the pandemic began in March. Finally, as an example of a special effort geared towards ongoing community service, the Office of Neighborhood Relations launched a faith-based directory in 2020 to help strengthen its customer engagement and messaging efforts throughout the County. This is successfully underway.

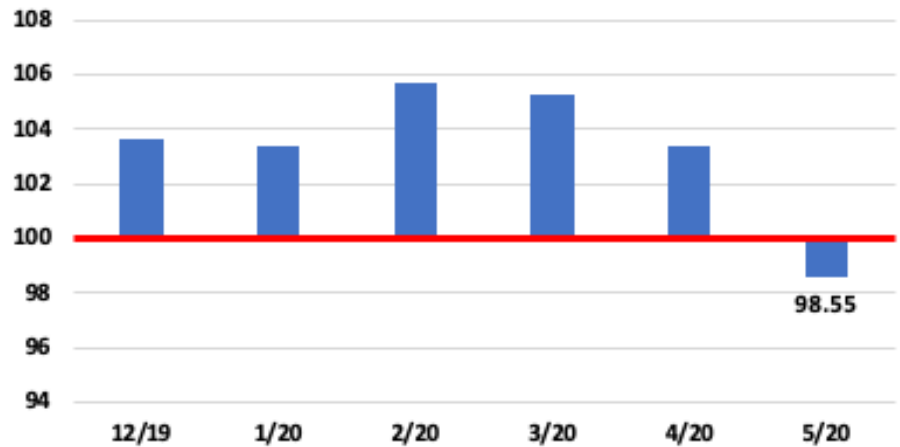
April 2020 = 99.73

May 2020 = 93.66

### VITAL SIGNS

#### CSSSI-MA3 at 98.55% during Covid-19

The 3-month moving average through May points to customer service at 98.55% during the height of the COVID-19 pandemic



### In the Spotlight



Larry Gaudieri, bottom right, GIS Project Manager, works with the Customer Engagement team during a virtual meeting to take its sign posting services to the next level with new technology and software. The new integrated system allows Customer Engagement to streamline and better manage the overall sign posting process, including sign posting assignments and retrievals as well as the ability to capture sign postings in real time with photos, date, time, and location for documentation. The GIS component also helps map out sign posting routes based on assignments for the day. This automated process has replaced a paper-intensive process and will increase overall sign posting productivity.

#### CSS Senior Leadership Team

**Annette Spina**  
Customer Service & Support Director

**Steve Valdez**  
Customer Engagement Division Director

## Taking The Pulse of Customer Service

|   | Latest Date | Goal    | Latest Data   | Preceding Period | Year Ago | Year-Over-Year % Change |
|---|-------------|---------|---------------|------------------|----------|-------------------------|
| <b>EFFICIENCY INDICATORS</b>  |             |         |               |                  |          |                         |
| <b>Citizen Engagement: Signage Turnaround</b><br>Percentage of signs placed and removed within the allotted time frames.<br><i>Source: José Tejada – Senior Supervisor</i>  | May         | 100.0%  | 100.0%        | 100.0%           | 100.0%   | 0.0%                    |
| <b>Citizen Engagement: Signs Posted</b><br>Signs posted per staff person per month for public notices, meetings and hearings (3-month moving average). <i>a)</i><br><i>Source: José Tejada – Senior Supervisor</i>          | May         | ---     | 67            | 88               | 166      | -59.6%                  |
| <b>Call Center: Calls Handled</b><br>Ratio of calls answered to total inbound calls presented.<br><i>Source: Michael Salak – Call Center Manager</i>  | May         | 94.0%   | 90.0%         | 95.0%            | 94.0%    | -4.3%                   |
| <b>CUSTOMER FEEDBACK INDICATOR</b>  |             |         |               |                  |          |                         |
| <b>Neighborhood Relations</b><br>Survey feedback from a recent Neighborhood Relations event or activity on a 1 to 5 scale with 5 being highest.<br><i>Source: Wanda Sloan and Stephanie Agliano – Neighborhood Liaisons</i> | May         | 4.50    | 3.60          | 4.18             | 4.56     | -21.1%                  |
| <b>QUALITY INDICATORS</b>   |             |         |               |                  |          |                         |
| <b>Call Center: Operational/Procedural Performance</b><br>Call takers' average score on monitored calls, on a 1 to 5 scale with 5 being highest. <i>Source: Michael Salak – Call Center Manager</i>                         | May         | 4.50    | N/A: Covid-19 | N/A: Covid-19    | 4.51     | ---                     |
| <b>Call Center: Verbal Skills</b><br>Call takers' average score on monitored calls, on a 1 to 5 scale with 5 being highest. <i>Source: Michael Salak – Call Center Manager</i>  | May         | 4.25    | N/A: Covid-19 | N/A: Covid-19    | 4.04     | ---                     |
| <b>Call Center: Software System-Handling</b><br>Percentage of available hours invested in customer service training or consultative services for County departments.<br><i>Source: Michael Salak – Call Center Manager</i>  | May         | 4.75    | N/A: Covid-19 | N/A: Covid-19    | 5.00     | ---                     |
| <b>Composite Indexes</b>  |             |         |               |                  |          |                         |
| <b>CSSSI <i>b)</i></b>  | May         | ≥ 100.0 | 93.66         | 99.73            | 106.44   | -12.0%                  |
| <b>CSSSI-MA3 <i>c)</i></b>  | May         | ≥ 100.0 | 98.55         | 103.42           | 103.61   | -4.9%                   |
| <b>Hillsborough County Market Index (HCMI) – Group of local business &amp; economic indicators for comparative purposes <i>d)</i></b>   | Apr         | ≥ 100.0 | 87.56         | 101.43           | 103.94   | -15.8%                  |

**a)** The average number of signs posted per-person per-month over the latest three months (three-month moving average) is used to smooth out month-to-month aberrations, since the quantity of signs that must be posted is set by factors outside the sign crew's control.

**b)** A figure that collapses into a single value the most recent monthly results from the department's seven measures (indicators) of customer service delivery, using relative weights of importance for each indicator.

**c)** Month-to-month activities are influenced by many factors both within and beyond staff

members' control, and this can cause volatility in scores. The index's three-month moving average is used to reveal the trend in customer service performance over the latest 3-month period.

**d)** A figure that collapses into a single value the most recent results from several key county (3), state (1), and national (1) economic statistics, using relative weights of importance for each. The HCMI is used to compare the growth of Hillsborough County business and economic activity with the Customer Service & Support department's customer service progress. Details can be provided a separate report.