Communications and Customer Experience

Owner: Kim, Inson (CCED)
Department: Communications and Customer Experience

Perspective Name	Objective Name	Measure Name	Last Period Updated		Actual	Target	Actual FYTD	FYTD Goal	
Customer	Increase Access to Government Information and Services ◈	311 Total Call Volume	Jun '24	▼	102,893	127,000	994,593	1,143,000	▼
		Average Abandon Rate	Jun '24	▼	33.50%	18.00%	26.34%	18.00%	▼
		Twitter Followers	Jun '24	⬆	181,569	49,000	157,817	49,000	⬆
		Emails to 311	Jun '24		1,093	n/a	8,063	n/a	
		Number of County Portal Subscribers	Dec '23	▲	657,957	100,000	651,354	100,000	▲
		Number of Visits to the internet portal (miamidade.gov)	Mar '24		12,301,561	n/a	12,301,561	n/a	
		Number of "Likes" to the Miami-Dade County Facebook page	Jun '24	▲	110,329	105,000	109,625	105,000	▲
		Social Media Engagements	Jun '24	▼	165,693	200,000	3,574,010	1,800,000	▲
		Self Service Requests	Jun '24		17,119	n/a	131,510	n/a	
		Service Requests Created	Jun '24		37,273	n/a	318,781	n/a	
		311 Service Center Walk-Ins	'24 FQ3	▼	3,060	7,500	n/a	n/a	
		Number of County Services with Opportunities for Feedback/Surveys	Dec '23		657,957	n/a	1,954,063	n/a	
		Social Media Requests	Jun '24		7	n/a	74	n/a	
	Provide Quality Service Delivery	Average call wait time (in seconds)	Jun '24	▼	533 seconds	180 seconds	343 seconds	180 seconds	▼
		Number of product translations completed (Spanish and Haitian Creole) ◈	'24 FQ3		471	n/a	1,250	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'24 FQ4	▼	$8,666K	$6,869K	$25,742K	$27,476K	▲
		Revenue: Total (Communications)	'24 FQ4	▲	$14,973K	$6,869K	$25,742K	$27,476K	▼
		Positions: Full-Time Filled (Communications)	'24 FQ4	▼	156	178	n/a	n/a	
		Percent of Invoices paid within 45 calendar days	Aug '24	▲	100%	98%	99%	98%	▲
Internal	Enable transparency of service delivery ◈	Total Tasks Requested per Quarter	'24 FQ1	▲	3,652	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'24 FQ2	▼	61,088	150,000	137,526	300,000	▼

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Key: ◈ - Initiative   ✪ - Featured Objective

Initiatives for Objectives

Objective Name	Initiative	As Of	Status	Budget	Timing	Owners
Increase Access to Government Information and Services	Re-architect the County's Content Management System	1/12/2018	In Progress	▲		Suarez, Angelica (CCED)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress			Mullins, R. Adam (CCED)

Initiatives for Measures

Measure Name	Initiative	As Of	Status	Budget	Timing	Quality	Risk	Scope	Owners
Number of product translations completed (Spanish and Haitian Creole)	Provide translation and interpreting services	10/4/2008	Complete						Guemes, Frank (CCED)

Initiatives for Scorecard

There is no data for the selected filter

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Name contains any Communications and Customer Experience