

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	Dec '23		110,531	127,000	340,887	381,000	
		Average Abandon Rate	Dec '23		28.70%	18.00%	25.70%	18.00%	
		Twitter Followers	Dec '23		144,046	49,000	141,294	49,000	
		Emails to 311	Dec '23		788	n/a	2,628	n/a	
		Number of County Portal Subscribers	Dec '23		657,957	100,000	651,354	100,000	
		Number of Visits the internet portal (miamidade.gov)	Dec '23		12,466,530	n/a	12,466,530	n/a	
		Number of "Likes" to the Miami-Dade County Facebook page	Dec '23		109,073	105,000	108,874	105,000	
		Social Media Engagements	Dec '23		814,495	200,000	2,088,636	600,000	
		Self Service Requests	Dec '23		13,947	n/a	44,252	n/a	
		Service Requests Created	Dec '23		33,472	n/a	107,137	n/a	
		311 Service Center Walk-Ins	'24 FQ1		3,716	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	Dec '23		10	n/a	29	n/a	
		Customer	Provide Quality Service Delivery	Average call wait time (in seconds)	Dec '23		378 seconds	180 seconds	335 seconds
Financial	Meet Budget Targets (Communications)			Expen: Total (Communications)	'24 FQ1		\$5,980K	\$6,869K	\$5,980K
Revenue: Total (Communications)		'24 FQ1		\$10,677K	\$6,869K	\$10,677K	\$6,869K		
Positions: Full-Time Filled (Communications)		'24 FQ1		159	178	n/a	n/a		
Percent of Invoices paid within 45 calendar days		Dec '23		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 FQ1		76,438	150,000	76,438	150,000	

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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