

As Of <= 12/31/2024

## 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 '24	▼	95,531	127,000	303,669	381,000	▼
		Average call wait time (seconds)	Dec '24	▼	847	180	880	180	▼
		Average Abandon Rate	Dec '24	▼	36.40%	18.00%	37.30%	18.00%	▼
		X Followers	Dec '24	▲	191,713	100,000	199,361	100,000	▲
		Emails to 311	Dec '24		836	n/a	2,454	n/a	
		Advertisement value added per quarter	'25 FQ1	▼	69,660	150,000	69,660	150,000	▼
		Number of County Portal Subscribers	Dec '23	▲	657,957	100,000	651,354	100,000	▲
		Number of visits to the internet portal	Dec '24		9,938,068	n/a	9,938,068	n/a	
		Number of "likes" to the Miami-Dade County Facebook page	Dec '24	▲	111,540	110,000	111,437	110,000	▲
		Social Media Engagements	Dec '24	▼	90,797	200,000	294,500	600,000	▼
	Provide quality service delivery	Self Service Requests	Jun '24		17,119	n/a	131,510	n/a	
		Service Requests Created	Dec '24		26,933	n/a	85,163	n/a	
		311 Service Center Walk-Ins	'25 FQ1	▼	2,869	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 '24		13	n/a	39	n/a	
Financial	Meet Budget Targets (Communications)	Average call wait time (seconds)	Dec '24	▼	847	180	880	180	▼
		Number of product translations completed (Spanish and Haitian Creole)	'25 FQ1		381	n/a	381	n/a	
		Expen: Total (Communications)	'25 FQ1	▲	\$6,124K	\$6,983K	\$6,124K	\$6,983K	▲
		Revenue: Total (Communications)	'25 FQ1	▼	\$49K	\$6,983K	\$49K	\$6,983K	▼
Internal	Enable transparency of service delivery Attract and hire new talent to support operations	Positions: Full-Time Filled (Communications)	'25 FQ1	▼	154	178	n/a	n/a	
		Percent of invoices paid within 45 calendar days	Dec '24	▲	98%	98%	99%	98%	▲
		Total Tasks Requested per Quarter	'24 FQ1	▲	3,652	1,500	n/a	n/a	
		Percent of recruitments processed within 60 calendar days	'25 FQ1	▼	3.00%	75.00%	3.00%	75.00%	▼

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Key:  Initiative

 - Featured Objective

\* - This measure has been annualized to match the fiscal year-to-date total for this report. This year-to-date measure is configured based on the calendar year.

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 Scorecard

There is no data for the selected filter

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Name contains any Communications and Customer Experience