

# Public Service Customer Service NEWSLETTER

## 2024 End of Year Recap

Learn about the Customer Service happenings in the Public Service and how you can help us serve you better!

(284) 468-3701 | [customerservice@gov.vg](mailto:customerservice@gov.vg)



GOVERNMENT OF THE  
**VIRGIN ISLANDS**  
Office of the Deputy Governor



Ms. Kedimone Rubaine  
**Director of Customer Service**

## IN THIS ISSUE:

- Notable Increase in CSAT Ratings
- Customer Service Tips
- Letter from the Director
- Top Performing Departments
- **CX DAY 2024 Celebrated on 1 October**
- Who's On The Rise
- Message from the Centre Manager

**AND MORE!**

## Public Officers Complete Customer Service Apprenticeships

**BY: EUSA Z. ADAMS**

Three (3) public officers have completed a one-month apprenticeship at the Customer Service Care Centre.

The officers are Desima Lambert of the Department of Agriculture and Fisheries, Kesheida Williams from the Survey Department and Mrs. Marcia Green of the Land Registry Department, all within the Ministry of Environment, Natural Resources and Climate Change.

Permanent Secretary in the Ministry of Environment, Natural Resources and Climate Change, Dr. Ronald Smith Berkely commented on the value of officers within the ministry receiving in-depth customer service training stating that the ministry fully supports capacity building for its team.

Dr. Smith Berkely said the officers received a first-hand introduction to the comprehensive operations of the centre, which serves as the public's first point of contact for the Government of the Virgin Islands.

HAPPY

**CX DAY**

#CXDay

# 2024 TOP PERFORMING DEPARTMENTS

1

## **CIVIL REGISTRY & PASSPORT OFFICE**

Customer Satisfaction Rating: 100%

2

## **CUSTOMER SERVICE CARE CENTRE**

Customer Satisfaction Rating: 99%

3

## **INLAND REVENUE DEPARTMENT**

Customer Satisfaction Rating: 98.9%

**93.8%**  
2024 Overall

# CUSTOMER SATISFACTION

Customer Satisfaction (CSAT) is a key performance indicator that tracks how satisfied customers are with our products and/or services.

**94.3%**

**94.6%**

4.

**Total Customers**  
**229**

**Total Satisfied Customers**  
**216**

**91.1%**

3.

**Total Customers**  
**277**

**Total Satisfied Customers**  
**262**

**94.7%**

Q2

**Total Customers**  
**213**

**Total Satisfied Customers**  
**194**

Q1

**Total Customers**  
**209**

**Total Satisfied Customers**  
**198**

To calculate the percentage of satisfied customers (CSAT), divide the total number of customers who are satisfied by the total number of responses. Then, multiply that result by 100 to get your customer satisfaction percentage.

**NEEDS IMPROVEMENT**  
0 - 50%

**FAIR**  
50 - 70%

**GOOD**  
70 - 90%

**EXCELLENT**  
90 - 100%

"We are happy to partner with the Customer Service Care Centre of the Office of the Deputy Governor on this apprenticeship initiative, which presents a unique opportunity for learning and development," the PS said.

Dr. Smith Berkely added, "The learning outcomes included improved call handling techniques in a busy environment, increased knowledge of the Public Service through assisting a variety of callers, and improved email drafting and handling. We are committed to ensuring public officers across the ministry are afforded opportunities to advance their individual skills as we strive to provide world-class service to our clients."

Following the completion of their placement, the officers were hosted by Deputy Governor, Mr. David D. Archer Jr. for a discussion aimed at assessing the outcome of their time, and providing inspiration for a continued effort toward personal development.

Manager of the Customer Service Care Centre, Ms. Abbarah Brown commented on the Centre's customer-first approach to customer service and the positive impact of cross-ministry trainings.

Ms. Brown said, "The Customer Service Care Centre has adopted an extremely focused approach to customer service and with the support of ministries across Government, we are ensuring that our processes are hassle-free for the public. As we continue to advance in this area, it is vital that throughout the Public Service, learning opportunities like these are presented, as they allow us to ensure that our clients receive the same excellent service, no matter who they interact with."

The Office of the Deputy Governor established the Customer Service Care Centre in 2020 with a vision to become a state-of-the-art, all-purpose customer service hub. Since then, the centre has expanded its offerings including call handling, email, live-chat and WhatsApp messaging, appointment booking and assistance with filing various applications.

The Government of the Virgin Islands remains committed to the advancement of Customer Service in the Public Service.



Who's on  
the rise?



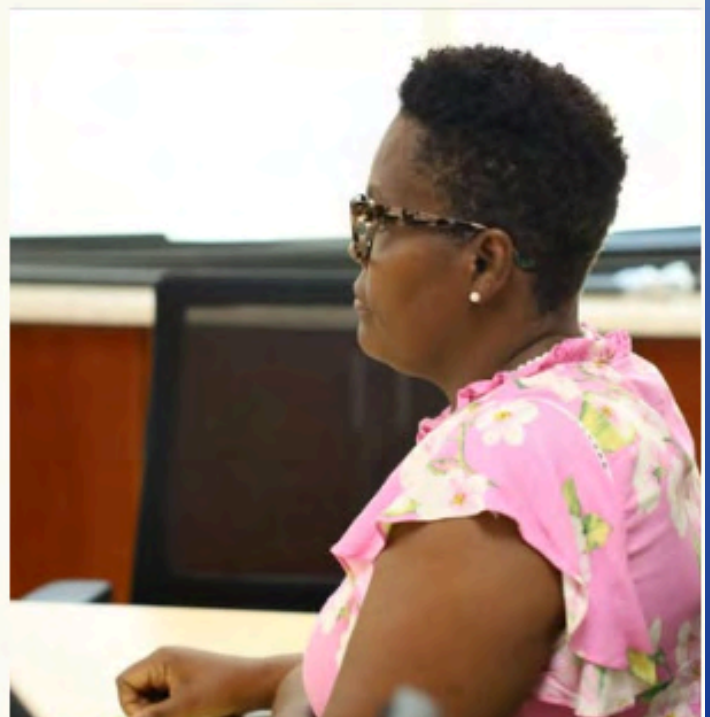
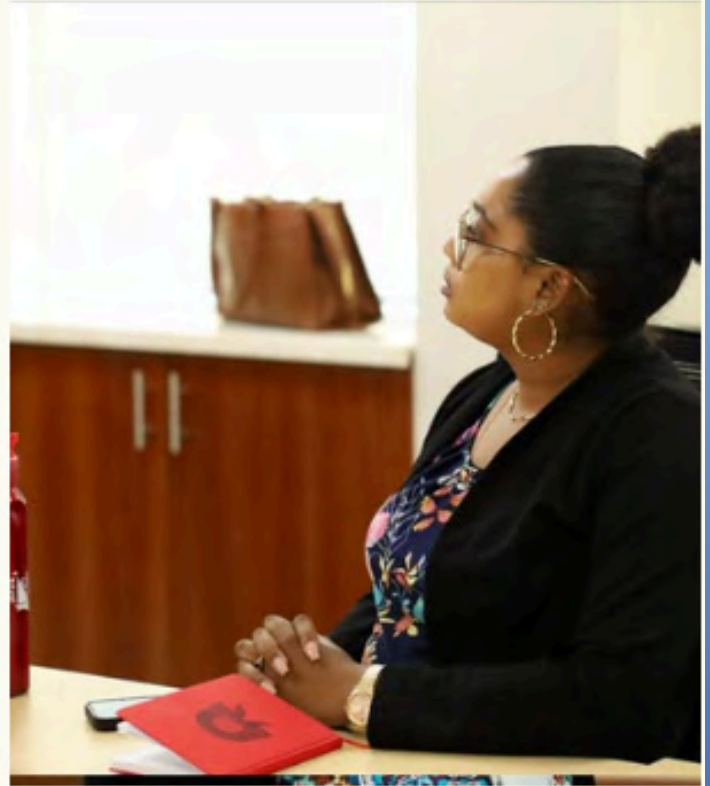
**Most Commendations:**  
**CUSTOMER SERVICE**  
**CARE CENTRE**

# Committment to Learning



Director of Customer Service, Ms. Kedimone Rubaine delivered a brief customer service training to staff members of the Premier's Office as part of their 'Knowledge Nibbles' series. The learning moments are designed to promote continuous learning in the workplace.

As part of a broader plan to transform customer service within the Public Service, Ms. Rubaine continues to provide detailed training to public officers through the Virgin Islands Public Service Learning Institute.



# Thank You

The Office of the Deputy Governor prioritised the improvement of customer service throughout the Public Service with a special focus in 2024 on 'delivering dynamic, exceptional, world-class customer service.'

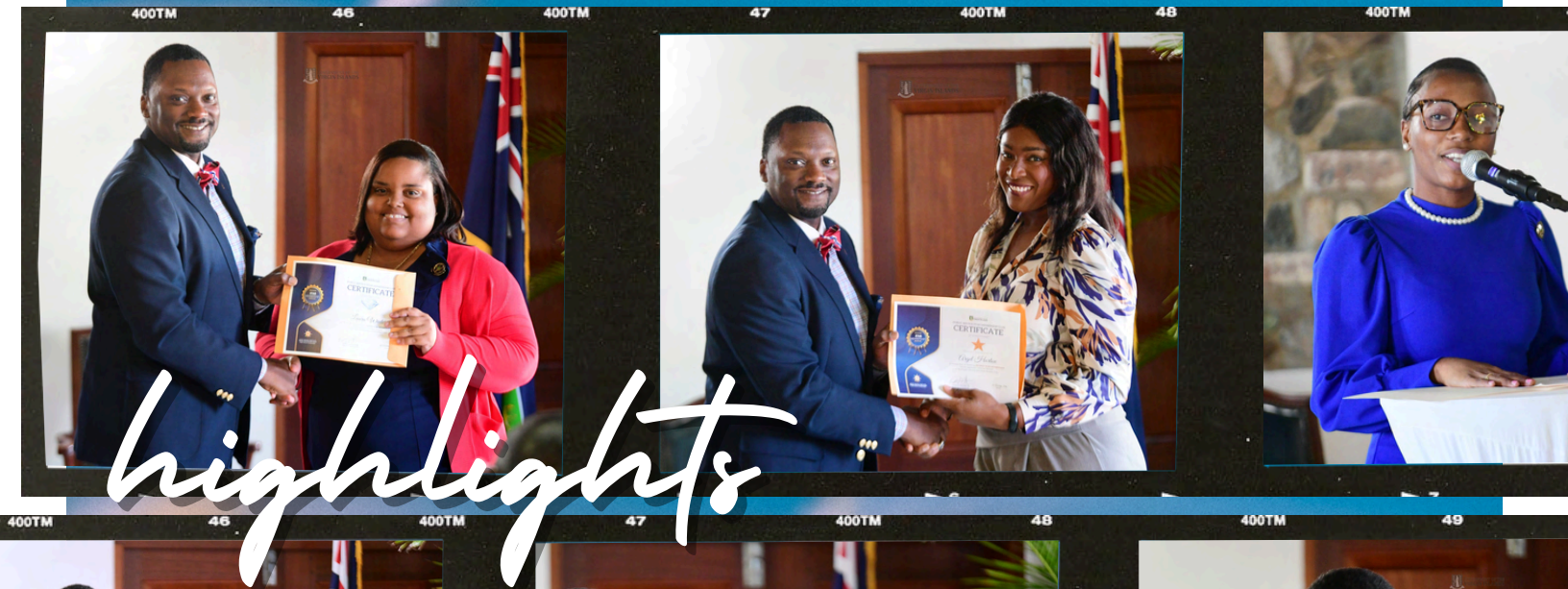
On 1 October, 2024, the Public Service participated for the first time in **CX Day 2024** under the theme, "*Good CX delivers better outcomes for customers, employees, and organizations,*" which underscored the vital role that exceptional customer experience (CX) plays in our success.

CX Day is a global celebration dedicated to recognising the importance of customer experience and the professionals who make it happen. It was an excellent opportunity to acknowledge and celebrate the hard work and dedication of public officers who directly interact with clients. These frontline heroes are the face of the Public Service, and their efforts significantly impact our clients' satisfaction and trust in our services.

*Thank you public officers for your continued dedication to excellence in delivering dynamic, exceptional and world-class customer service!*

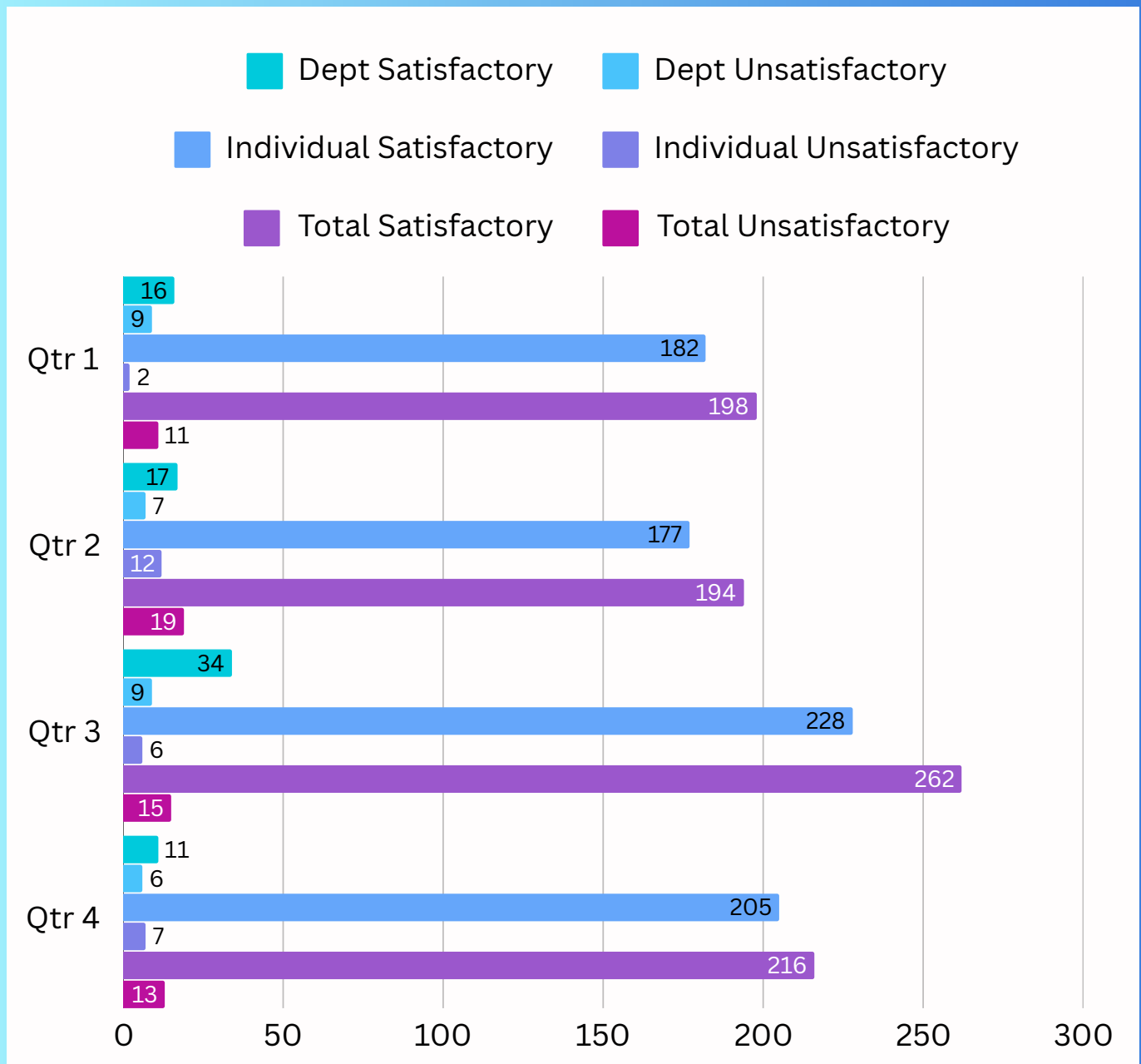


#CXDay2024 #CXDayBVI #MoreToCome



# Was your Experience Satisfactory?

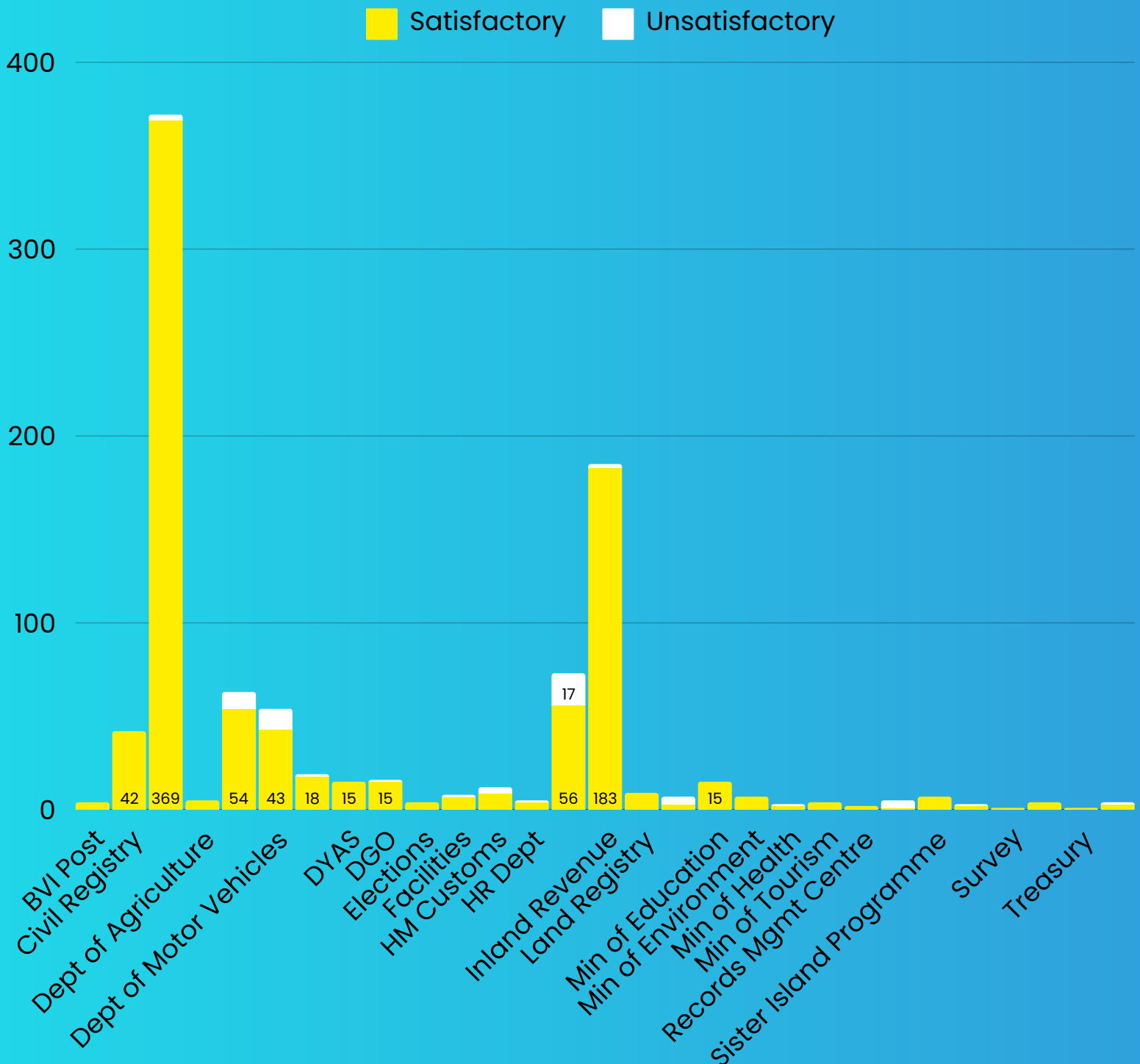
Rate Us Customer Experience Data by Quarter



This data provides a quarterly comparison

# Was your Experience Satisfactory?

Rate Us Customer Experience Data 2024



In the **2nd Quarter**, **23** departments were rated. A total of **213** submissions were received with **92%** being positive remarks.

## Create A Remarkable Experience

Any interaction with a client allows us an opportunity to create a positive *remarkable* experience, whether over the phone, face-to-face, or via written communication.

We should also aim to have our clients *remark* positively about their experience by consistently exceeding their expectations.



Ms. Kedimone Rubaine  
Director of Customer Service

### CUSTOMER SERVICE TIP #1

(284) 468-2104 (w) | (284) 468-9880 (m) | krubaine@gov.vg | RateUs.gov.vg

## Manage Expectations

The Expectations Gap is the difference between what the client was promised and what they actually received.

Help clients avoid disappointment and frustration by reducing the *Expectations Gap* using these tips:

1. Explain processes, procedures and what to expect so clients know upfront to avoid frustration.
2. Give clients a realistic timeframe and be sure to calculate for worst-case scenarios to help avoid potential disappointment.



Ms. Kedimone Rubaine  
Director of Customer Service

### CUSTOMER SERVICE TIP #2

(284) 468-2104 (w) | (284) 468-9880 (m) | krubaine@gov.vg | RateUs.gov.vg

## The Partner Technique

Use the *Partner Technique* when dealing with angry clients

1. Acknowledge their feelings
2. Listen carefully and allow them to vent. This helps naturally deflate some of their anger.
3. Summarise what you understood from the customer's complaint and issue.
4. Refocus the conversation and provide a solution that benefits both you and the client



Ms. Kedimone Rubaine  
Director of Customer Service

### CUSTOMER SERVICE TIP #3

(284) 468-2104 (w) | (284) 468-9880 (m) | krubaine@gov.vg | RateUs.gov.vg

## Welcome to this series

### Customer Service Tips

by the Director of Customer Service

Throughout the Public Service, we are working diligently to create an environment where all public officers will aim to provide high-quality services that meet the needs of our customers while building trust and confidence in government services.

These tips are bits of information to help us remember that we should always try to deliver the same service to our clients we expect to receive in return. Enjoy this series and look out for new tips as they are published bi-weekly.

## Make It Easy

Sometimes our policies and procedures make conducting business with the Public Service a little difficult.

As public officers, there are some things we can do to make it easy for our clients:

- Provide clear and detailed instructions and answer questions.
- Walk customers through the process and if necessary, help them fill out forms.
- Give updates on progress.
- Manage expectations upfront.
- Consider FAQ sheets that break down the steps and timeframes in a clear and easy way.



Ms. Kedimone Rubaine  
Director of Customer Service

### CUSTOMER SERVICE TIP #4

(284) 468-2104 (w) | (284) 468-9880 (m) | krubaine@gov.vg | RateUs.gov.vg

## Show Empathy

It is important to put yourself in the customer's shoes and understand their perspective. Consider simple things that can cause inconveniences and be sure to resolve them to make the customer experience remarkable and enjoyable. This involves actively listening to their concerns, acknowledging their feelings, and responding with genuine care and understanding.



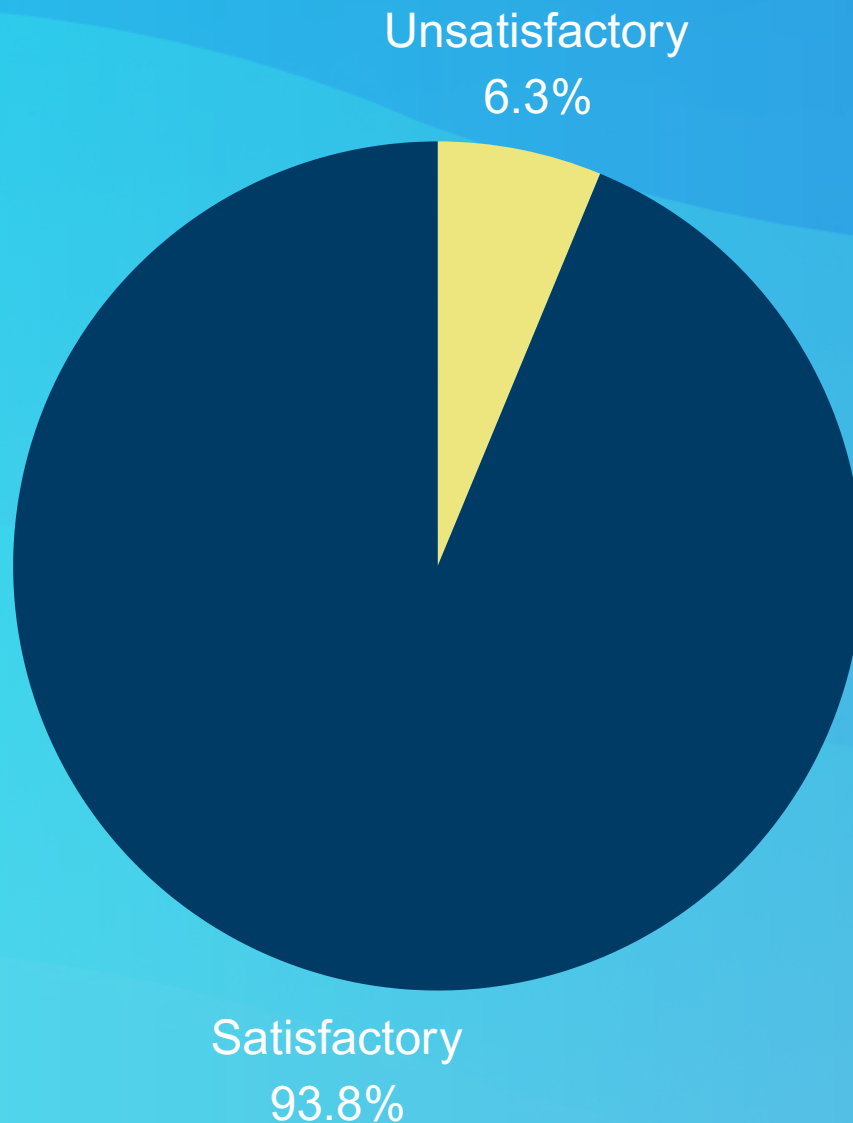
Ms. Kedimone Rubaine  
Director of Customer Service

### CUSTOMER SERVICE TIP #5

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# Was Your Experience **Satisfactory?**

Rate Us Customer Experience Data **2024**



**Rate Us** continues to be a good source of information that assists in determining our areas of excellence and improvement.

In 2024, **928** customers provided feedback about their service experience. **870** customers were satisfied while **58** were not satisfied with the service received.



# LETTER FROM THE DIRECTOR



Dear Reader,

I am happy to share our **2024 Recap Newsletter** which provides a wholistic view of what we have been able to accomplish throughout the year.

As you take a moment to review this newsletter, I want to reflect on the incredible journey we took in 2024. It was a year of growth, learning, and continuous improvement, all driven by our commitment to providing you with the best customer service experience possible. The Public Service's Customer Service Programme is still a work in progress and we are learning daily about our strengths and areas of improvement. Of course, the changes we are implementing will not be visible overnight but with continued efforts, we will become a Public Service that is *respected, trusted and efficient with people at the centre of all we do*.

I am also pleased to report that our service-wide customer satisfaction data indicates an increase in satisfaction from 2023 to 2024. Our 2024 rating of 93.8% compared to 67% in 2023 shows our collective commitment to excellence.

As we move into 2025, we are excited about remaining committed to our purpose of *delivering the same service to our clients we expect to receive in return*. In 2025, we will work on improving customer service offerings throughout the Public Service, introduce initiatives focused on making service interactions easier for our clients and continue to pay attention to your feedback to help us grow and improve.

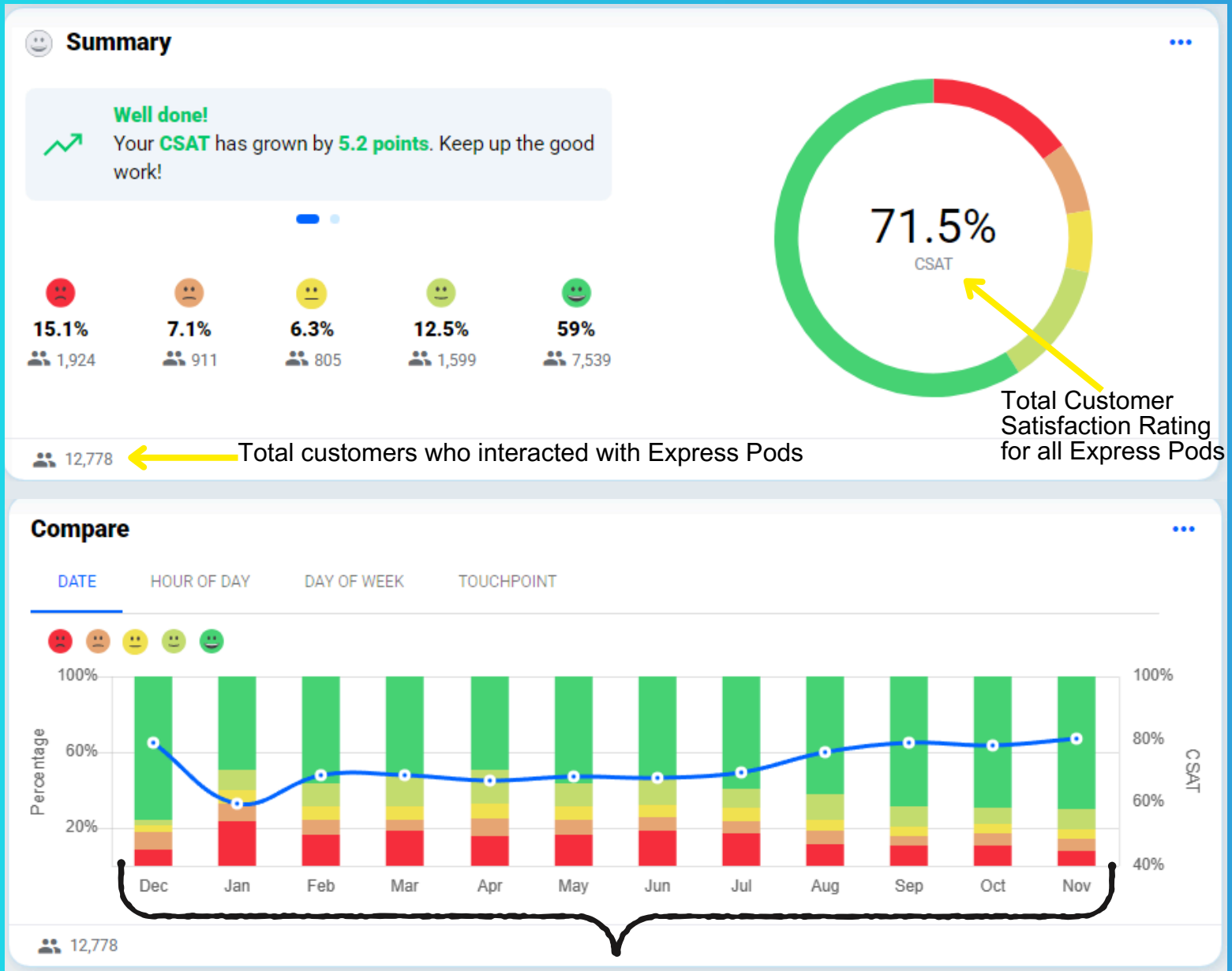
Thank you for your unwavering support and trust in the Public Service of the Virgin Islands. We look forward to serving you in 2025 and beyond.

Ms. Kedimone Rubaine, B.B.A, M.P.A, CXAC (Cert)  
Director of Customer Service

*Delivering Successful Customer Service Experiences*

# How Did We Serve You?

Express Pods Customer Experience Data 2024



This blue line shows the average customer satisfaction rating throughout 2024. Reports can also be generated to specify the day of the week, hour of the day or the location of the Express Pod to determine the success rate of the service experience.

The Express Pods provide feedback that is uploaded in real-time to a central online dashboard for analysis, which allows us to understand how various factors affect service levels.



## ALL EXPRESS PODS

INDEX



AGAINST AVG



	<b>Customer Service Care Centre</b> Government of the Virgin Islands	<b>97.7%</b> <span>+6 ↗</span>	0%	1%	1%	2%	95%	+37.8%	1,393
	<b>Vanterpool Admin Building</b> Government of the Virgin Islands	<b>82.4%</b> <span>+82.4 ↗</span>	8%	5%	5%	13%	70%	+22.5%	1,027
	<b>Airport Arrival Lounge</b> Government of the Virgin Islands	<b>81.6%</b> <span>+11.3 ↗</span>	16%	1%	1%	6%	76%	+21.7%	87
	<b>Deputy Governor's Office</b> Government of the Virgin Islands	<b>78.5%</b> <span>-0.2 ↘</span>	4%	13%	4%	4%	74%	+18.6%	1,808
	<b>Inland Revenue Department</b> Government of the Virgin Islands	<b>77%</b> <span>+77 ↗</span>	11%	4%	8%	32%	45%	+17.1%	453
	<b>VG Ferry Terminal</b> Government of the Virgin Islands	<b>66.1%</b> <span>+66.1 ↗</span>	19%	6%	9%	11%	56%	+6.2%	1,619
	<b>Immigration Department Processing Unit</b> Government of the Virgin Islands	<b>65.1%</b> <span>+65.1 ↗</span>	18%	7%	10%	13%	52%	+5.2%	458
	<b>Road Town Ferry Terminal Arrival Lounge</b> Government of the Virgin Islands	<b>64.6%</b> <span>+20.3 ↗</span>	22%	7%	7%	17%	48%	+4.7%	2,757
	<b>Civil Registry &amp; Passport Office</b> Government of the Virgin Islands	<b>64%</b> <span>+64 ↗</span>	17%	8%	10%	14%	51%	+4.1%	542
	<b>Water and Sewerage Department</b> Government of the Virgin Islands	<b>63.8%</b> <span>+63.8 ↗</span>	20%	9%	8%	16%	47%	+3.9%	1,413
	<b>DMV</b> Government of the Virgin Islands	<b>58.1%</b> <span>+58.1 ↗</span>	27%	7%	8%	15%	43%	-1.8%	1,062
	<b>Labour Department Processing Unit</b> Government of the Virgin Islands	<b>51.5%</b> <span>-4.4 ↘</span>	33%	3%	12%	30%	21%	-8.4%	33
	<b>BVI Ports Authority</b> Government of the Virgin Islands	<b>47.6%</b> <span>-12.5 ↘</span>	29%	18%	6%	24%	24%	-12.3%	126
	<b>Immigration Department Admin Unit</b> Government of the Virgin Islands	<b>0%</b> <span>0 →</span>	0%	0%	0%	0%	0%	-59.9%	0
	<b>Anegada Admin Complex</b> Government of the Virgin Islands	<b>0%</b> <span>0 →</span>	0%	0%	0%	0%	0%	-59.9%	0

This year, we embarked on a collective effort to **transform customer service** in the Public Service.

looking ahead.



our commitment to **more**.

- Full reintroduction of Service Charters
- Introduction of a Customer Service Certification Programme
- Achieve continuous training and certification of all Customer Service Specialists
- Enhance services offered through the Customer Service Care Centre
- Expansion of the RATEUS Platform
- Full launch of the Customer Service Care Centre on Virgin Gorda



**more** to come.

this year,  
we worked to take  
customer service  
**further** than ever before.

**more** training  
**more** feedback options  
**more** employee recognition

**more focus on  
serving you better!**

Kedimone Rubaine  
Director of Customer Service



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**more** to come.

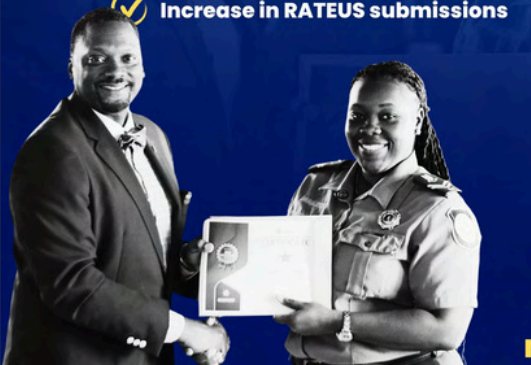


Through targeted methods that  
focused on **listening to public  
feedback** ...

and the implementation of  
**change** that **you can feel**..

### achievements in 2024

- ✓ Customer Service Experience Framework launched
- ✓ Customer Service Training Manual launched
- ✓ 150+ public officers trained in Customer Service through the Virgin Islands Public Service Learning Institute
- ✓ Customer Service Care Centre soft-launched on Virgin Gorda
- ✓ Increase in RATEUS submissions



**more** to come.



looking at the **numbers**  
for 2024:

- 91,572 inbound and outbound calls handled
- 24,046 appointments booked
- 9638 assisted via social media and email
- 1327 persons assisted in-person



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**more** to come.

we are **proud** of the progress  
made.

# Our Service Standards & Behaviours

## SAFETY

- I prioritise safety in everything I do

## AUTHENTICITY

- I anticipate needs and welcome questions
- I acknowledge others' contributions toward a successful customer service experience
- I am knowledgeable about the services and programmes we deliver and proactively share information

## FRIENDLINESS

- I seek out customer contact, using names whenever possible
- I smile, make eye contact, display positive body language and keep conversations positive
- I thank each and every customer

## EFFICIENCY

- I reduce hassles and inconveniences
  - I value each customer's time and resources
- I make it right-right away

## What are Service Standards?

Service Standards are a public commitment to a measurable level of performance that clients can expect under normal circumstances. They help clarify service expectations and help ensure accountability for service performance.

## What are Service Behaviours?

Service Behaviours are the actions and activities performance which result in exceptional customer service.



TIP  
OF THE  
DAY

**“Customer service shouldn’t just be A department, it should be the entire company.”**

**– Tony Hsieh, CEO of Zappos**



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Office of the Deputy Governor

# RATE YOUR EXPERIENCE!

Remember, you can rate the service  
you receive on [rateus.gov.vg](https://rateus.gov.vg)

5.0



**We would love to receive your feedback about the  
service you receive from the following departments:**

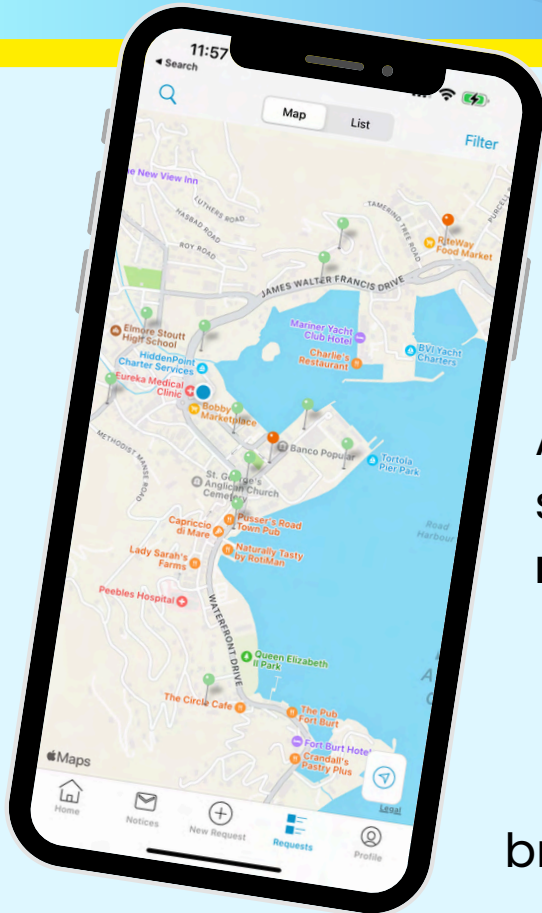
BVI Post Office  
Civil Registry and Passport Office  
Customer Service Care Centre  
Department of Agriculture and  
Fisheries Services  
Department of Facilities Management  
Department of Labour and Workforce  
Development  
Department of Motor Vehicles  
Department of Trade, Investment  
Promotion and Consumer Affairs  
Deputy Governor's Office  
His Majesty Customs Department  
Human Resources Department  
Immigration Department  
Inland Revenue Department  
Land and Survey Department

Magistracy  
Ministry of Education, Youth Affairs and Sports  
Ministry of Environment, Natural Resources  
and Climate Change  
Ministry of Health and Social Development  
Ministry of Tourism, Culture and Sustainable  
Development  
Office of the Supervisor of Elections  
Police Administration Unit  
Police Traffic Unit  
Records Management Centre  
Sister Island Programme Unit  
Social Development Department  
Town and Country Planning Department  
Treasury Department  
Virgin Islands Shipping Registry  
Water & Sewerage Department



# WE'RE MAKING IT **EASIER** FOR YOU

Make an appointment, report something that needs our attention, get help or rate your service all in the palm of your hand!

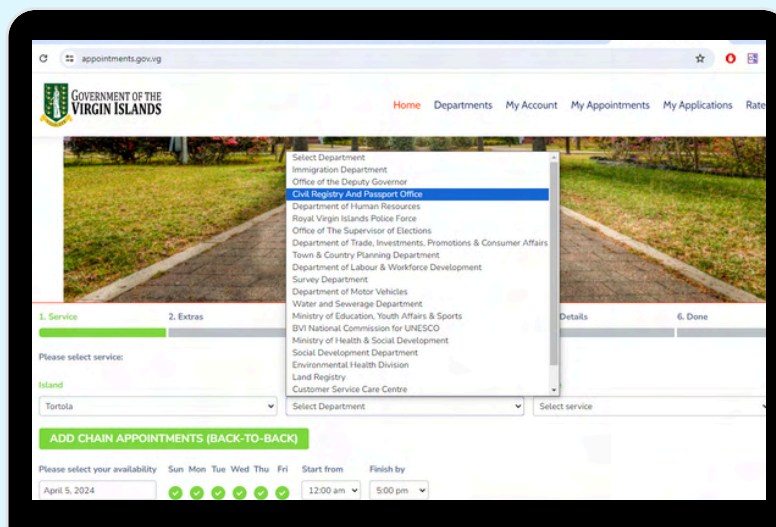


You can make an appointment with over 20 different Government Departments at **[appointments.gov.vg](https://appointments.gov.vg)**

After your appointment, make sure to rate your service at **[rateus.gov.vg](https://rateus.gov.vg)**

Don't forget, you can file a report on **BVI Gov Report It** for non-emergencies such as potholes, broken signage, and stray animals.

*Available on iOS and Android*



# Customer Service Centre **MANAGER'S** Message

**THANK YOU** for an incredible journey with us in 2024! You have been truly AMAZING! Your partnership has been a keystone of our success, and your continued trust in our services, along with the remarkable support you've provided throughout the year, has made all the difference. Supporting you in achieving your public service goals while witnessing our customer base grow has been incredibly inspiring. It's been a privilege to contribute to your success story, and we eagerly look forward to serving you even better in the year ahead.

As the Customer Service Manager, I pledge to uphold the highest standards of service excellence in 2025. Our focus will be on creating world-class customer service experiences by:

- Introducing best practices to elevate our support strategies.
- Embracing new technologies to enhance efficiency.
- Providing high-quality, responsive, and accessible services that meet your needs.
- Ensuring every interaction leaves a positive and lasting impression.

You can expect fast, reliable service from a team of fully trained, professional Customer Service Specialists who understand your needs and are committed to delivering empathetic, accurate, and compassionate public service responses through omni-channel support services. We will also continue partnering with other departments, offices, and ministries to ensure a consistent approach across the government.

In 2024, we achieved significant milestones:

- **92% increase** in customers using our in-person support.
- **68% rise** in Live Chat users.
- **78% growth** in WhatsApp Messenger users.

These achievements highlight a high retention rate and reflect our success in meeting customer needs. For assistance with any public service concerns, visit the Customer Service Care Centre on the 1st Floor of the Burhym Building in Road Town, adjacent to Bobby's Supermarket. We're here to serve you promptly and efficiently.

We deeply value your support and look forward to achieving even greater milestones together in 2025.



**Ms. Abbarah Brown**  
**Customer Service Manager**



# Our Customer Service Care Centre Cares About You!

## Live Chat

19  
Leads

1,201  
Users

32  
Convos

## Social Media

2,485  
Twitter

3,663  
Facebook

186  
Instagram

## BVI Gov Report It

167  
In Progress

107  
Resolved

274  
Total

## Direct Contact

91,572  
Calls

1,966  
Emails

1,327  
In Person

## Assistance

1,230  
Inquiries

261  
Complaints

24,046  
Appointments

## Whatsapp

395  
Calls

943  
Messenger




# How Are Our Services Performing?

## BVI Gov Report It App

The BVI Gov Report It! App continues to be an excellent tool in helping fix issues throughout the Territory

See how we've been doing overall



**472**  
All Reports Received

**167**  
All Reports In Progress

**107**  
All Reports Resolved

## Social Media

**2,485**

Twitter

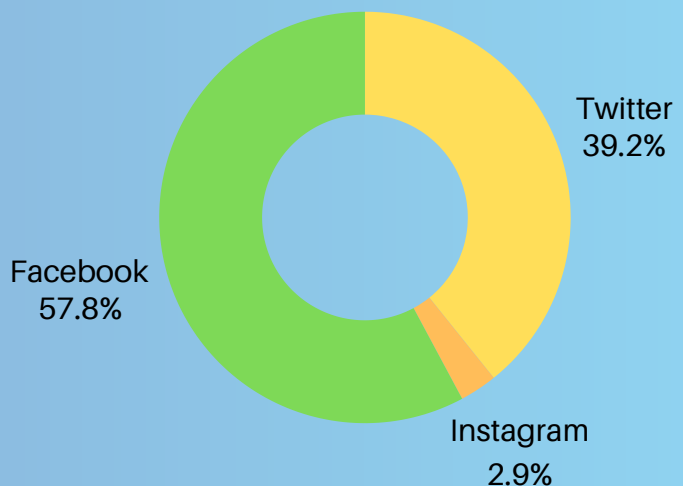
**186**

Instagram

**3,663**

Facebook

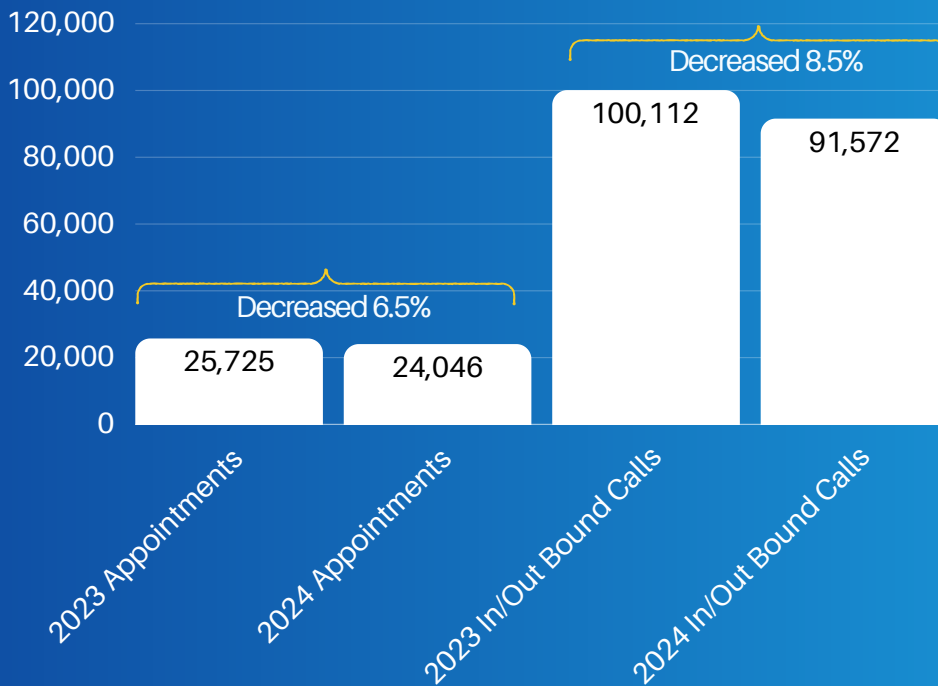
% INCREASE FOR SOCIAL MEDIA





# How Are Our Services Performing?

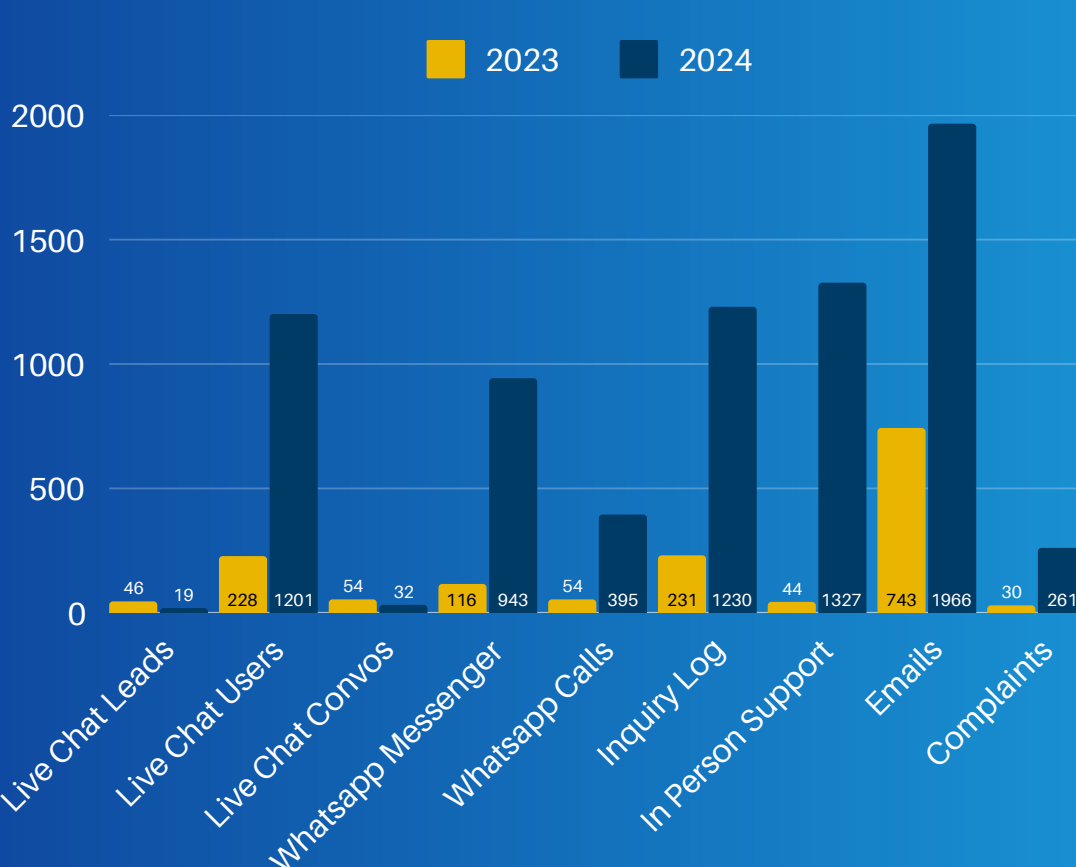
## All Services



### % CHANGE OF PERFORMANCE BY SERVICE:

Appointments -6.5%

In/Out Bound Calls -8.5%



### % CHANGE OF PERFORMANCE BY SERVICE:

Live Chat Leads -58.7%

Live Chat Users +426.8%

Live Chat Convo -40.7%

Whatsapp Messenger +712.9%

Whatsapp Calls +631.5%

Inquiries +432.5%

In Person Support +2,915%

Emails +164.6%

Complaints +770%

# Follow Us on Social Media



Let's Get Connected for Our Latest News & Updates



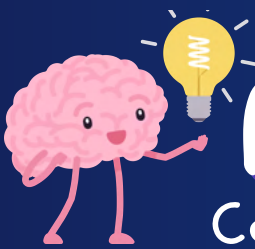
on Facebook  
[@customerservicecarecentre](#)



on X [@CSCCBVI](#)



on Instagram  
[@customerservicecarecentreBVI](#)



# Brain Teaser

Can you find the 5 differences?



**Spot The Difference**



ANSWERS: 1. Dish Rack 2. Missing Lightbulb 3. Missing info from Menu board  
4. Guy in blue shirt isn't smiling 5. White mug missing (Lady in blue pants)





# Get Help & Information

## **Customer Service Care Centre**

Direct line: (284) 468 3701 or 494 3701

Whatsapp: (284) 468-9760

**Director of Customer Service:** (284) 468-2104 | 468-9880

Email: [customerservice@gov.vg](mailto:customerservice@gov.vg)

Appointment Bookings: [appointments.gov.vg](http://appointments.gov.vg)

Rate your service: [rateus.gov.vg](http://rateus.gov.vg)

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*Available in the Apple Store/Google Play Store*



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