

Public Service Customer Service NEWSLETTER

Q1 | Jan - Mar 2025

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



Ms. Kedimone Rubaine
Director of Customer Service

IN THIS ISSUE:

- Spotlight on SAFE Service Standards
- World Day for Safety and Health at Work 2025 Safety Tips
- Star Membership Club Elite Members
- Tap Into the Customer Service Care Centre

AND MORE

New Strategic Framework to Enhance Public Service Transformation

BY: EUSAZ. ADAMS

The Office of the Deputy Governor has launched a new strategic framework for the Public Service Transformation Programme.

Public Service Transformation Manager, Mrs. Kishann Cupid-Braithwaite said the framework provides an updated position for the Public Service, considering the extensive work that has been completed and will guide future development.

Mrs. Cupid-Braithwaite said, “The Public Service has worked extremely hard over the last few years to become an organisation that delivers World-Class service. The new Strategic Framework establishes updated guidance on where we are today and how we intend to reach our collective goals. The document now outlines responsibilities across all levels of the Public Service. This allows all individuals to clearly see the role they play in the transformation of the Public Service.”



The new framework seeks to connect Public Service Transformation with other existing national overarching plans, establish key methods for advancement within the Public Service and bridge gaps in organisational development.

The Public Service Transformation Programme is a cross-government approach aimed at advancing the service across four priority areas. The programme focuses on creating pathways and initiatives for improvements in Customer Service, Public Administration/Human Resources, Digital Transformation and Good Governance.

Additionally, the Strategic Framework establishes formal guidelines for the monitoring and evaluation of implementation through a series of Key Performance Indicators (KPIs). The KPIs are unique to each priority area and represents factors that are critical to the successful transformation of the areas and serve as a tool to uphold standards of integrity, transparency and accountability.

The mission of the Public Service Transformation Programme is 'To transform the Public Service into a high-performing, client-centric organisation that leverages technology, innovation, and a skilled workforce to ensure good governance, exceptional service delivery, and sustainable development.'

 GOVERNMENT OF THE VIRGIN ISLANDS



Customer Service Compliment

Mrs. Tashi O'Flaherty-Maduro
Civil Registry and Passport Office

“

Mrs. Maduro and the entire staff were amazingly helpful, organised, and kind.

- Chevon H.

Let us know how you feel too!

 <https://rateus.gov.vg>



Did you know?

The Customer Service Care Centre is your one-stop-shop for all government-related inquiries. Instead of just asking to be transferred to a specific department, you can engage directly with our knowledgeable team to get immediate assistance with appointment bookings, call handling, email responses, and more. This means faster resolutions and a smoother experience when doing business with the Government of the Virgin Islands!





Wondering when you should call or visit the Customer Service Care Centre?

1. General Public Service Inquiries
2. BVI Gov Report It App
3. Booking Appointments
4. Labour Management System
5. Water and Sewerage Department
Payment Portal
6. Residency and Belonger Status
Applications
7. HR Department Functions
 - Employment Applications
 - Job Letter Requests
 - Direct Deposit Authorisation Form
 - Employee Mobility Programme
 - Employee Transfer Application

Come Visit Us TODAY!
1st Floor Burhym Building
(Near Happy Feet and Cedar Cafe)





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!

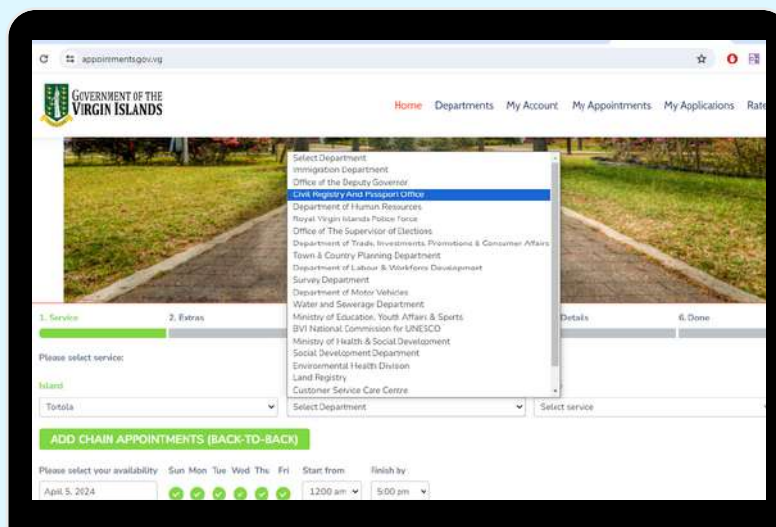


You can make an appointment with over 20 different Government Departments at **appointments.gov.vg**

After your appointment, make sure to rate your service at **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.

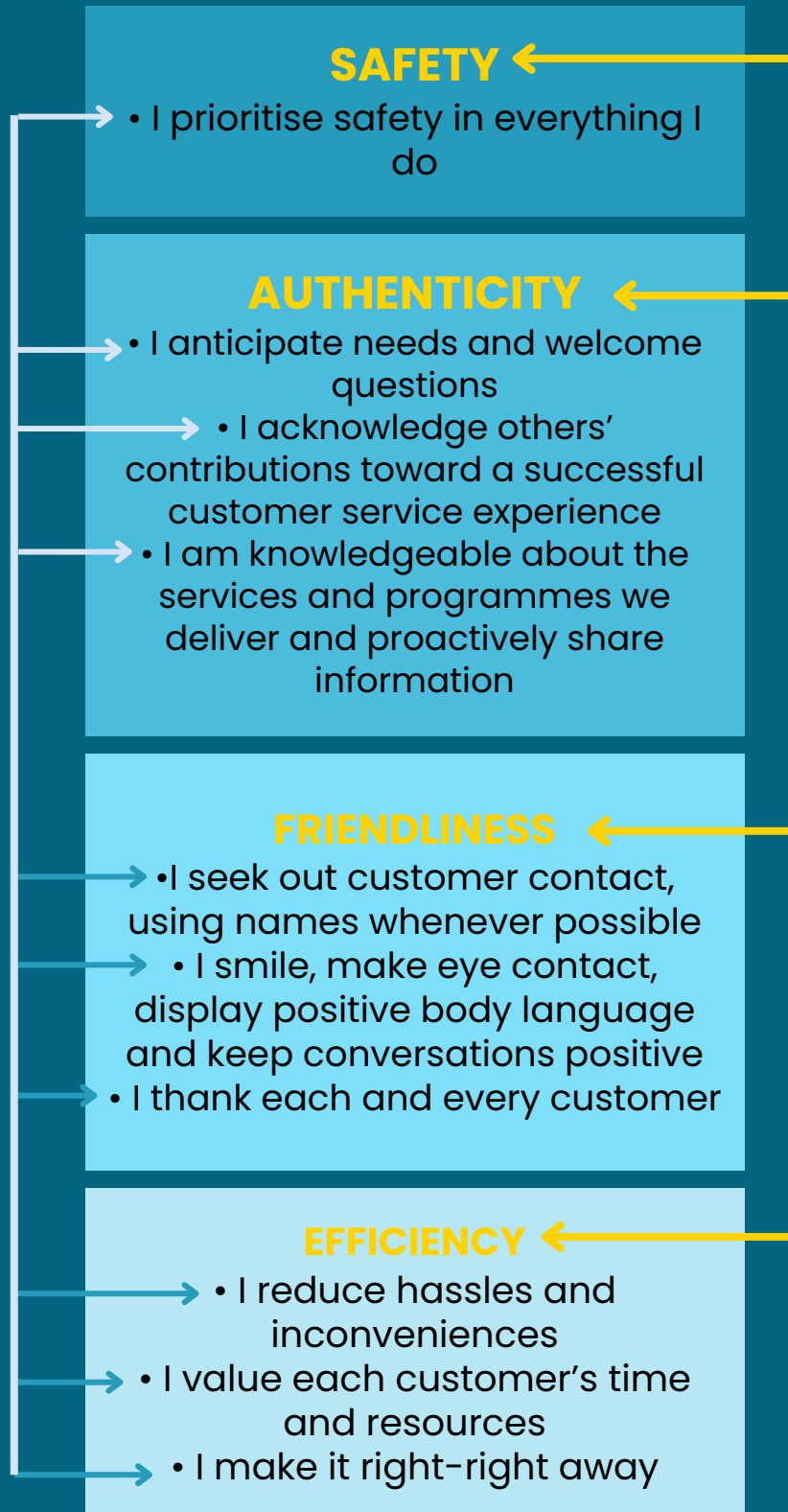
Available on iOS and Android



OUR CUSTOMER SERVICE STANDARDS & BEHAVIOURS

Our Service Behaviours

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



Our S.A.F.E. Service Standards

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 fo

SPOTLIGHT ON

CUSTOMER SERVICE STANDARDS



SAFETY

The **safety** aspect of the S.A.F.E Service Standards is crucial for ensuring the well-being of both customers and employees. It encompasses several key areas:

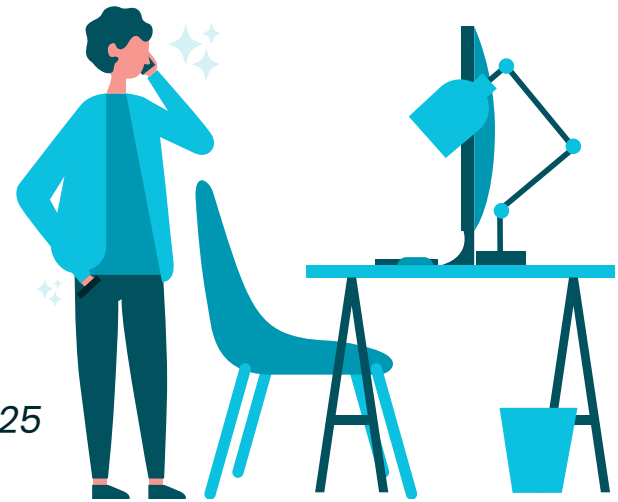
1. **Cyber Security:** Protecting customers' and employees' data from cyber threats and ensuring secure online interactions.
2. **Confidentiality and Data Protection:** Safeguarding personal and sensitive information to maintain privacy and trust.
3. **Health & Safety:** Ensuring a safe physical environment, preventing accidents, and promoting health and wellness.
4. **Disaster Management:** Preparing for and effectively responding to emergencies and disasters to minimise impact and ensure continuity.

These elements are designed to create a secure and trustworthy environment, enhancing the overall customer service experience and ensuring compliance with relevant regulations.



WORKPLACE SAFETY TIPS

*In celebration of
World Day for Safety and Health at Work 2025
in collaboration with the
Health and Safety Coordinator*



Handle Sensitive Info Safely

Secure handling of information prevents data breaches and protects customer privacy.



Proper Signage Is Important

Ensure all safety signs are visible to customers and easy to understand, especially in case of emergencies.



Protect Against Cyber Threats

Ensure customers' and employees' data are protected from cyber threats. Practice safe browsing and ensure online transactions are secure.



Prevent Accidents

A tidy area reduces the risk of trips and falls, ensuring a safe environment for customers.

**Prioritise safety every day.
Work smart, work safe!**



CUSTOMER SERVICE TIPS

to be an exemplary public officer

Have A Positive Attitude

Maintain a positive attitude by being friendly and approachable. Show empathy and understanding, even in challenging situations. A positive demeanor fosters trust and encourages clients to engage with your services confidently.



Ms. Kedimone Rubaine
Director of Customer Service



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



*We Will Deliver The Same
Service To Our Clients We
Expect To Receive In Return*

Uniting the Public Sector



A series of customer service trainings with officers from the Social Security Board and NHI were conducted in February. The sessions were created and delivered with the goal of clients experiencing the same level of excellence across all offices throughout the Public Sector. This approach will continue throughout the year with other Statutory Agencies receiving customer service training.



Customer Service Care Centre Spreads Love To Clients



Team members within the Customer Service Care Centre are featured as they treated in-person clients to various treats today, February 14. The Customer Service Care Centre serves as the service-delivery hub for the Public Service, offering a wide range of services including appointment booking, call handling, and email and inquiry responses. The Centre facilitates a hassle-free process when doing business with the Government of the Virgin Islands.





GOVERNMENT OF THE
VIRGIN ISLANDS

Customer Service **Compliment**



Evolution | Innovation | Transformation
Building a World-Class Public Service

Ms. Kia Soares

Department of Agriculture & Fisheries Services

“

Ms. Soares has demonstrated a keen interest in listening to the public before sharing her knowledge and make sure that the public understands the information shared. I am particularly impressed with her decorum, she will carefully wait her turn to speak and give the audience the opportunity to voice their concerns and/or grievances. Kudos to her for taking the time and having the discipline to perform the way she does.

- Clarence F.

Let us know how you feel too!



<https://rateus.gov.vg>



Our Customer Service Purpose

To provide high-quality services that meet the needs of our customers while building trust and confidence in government services.



STAR MEMBERSHIP CLUB ELITE MEMBERS



JAMES RICHARDS

Department of Trade, Investment Promotions and
Consumer Affairs

June 2019

BEVERLY SMITH

Ministry of Education, Youth Affairs and Sports
2022 Stephanie Benn Award Recipient

October 2022

EVETTE CHRISTIAN

Ministry of Education, Youth Affairs and Sports

October 2022

DERIA JOSEPH

Department of Motor Vehicles

October 2022

TORI HILLHOUSE

Sister Island Programme

February 2024

LAURA SMITH

Customer Service Care Centre
2023 Stephanie Benn Award Recipient

February 2024

CHERYCE TODMAN

Customer Service Care Centre

October 2024

DAPHNE SPRAUVE

Inland Revenue Department

October 2024

LAURA WINTER

Inland Revenue Department

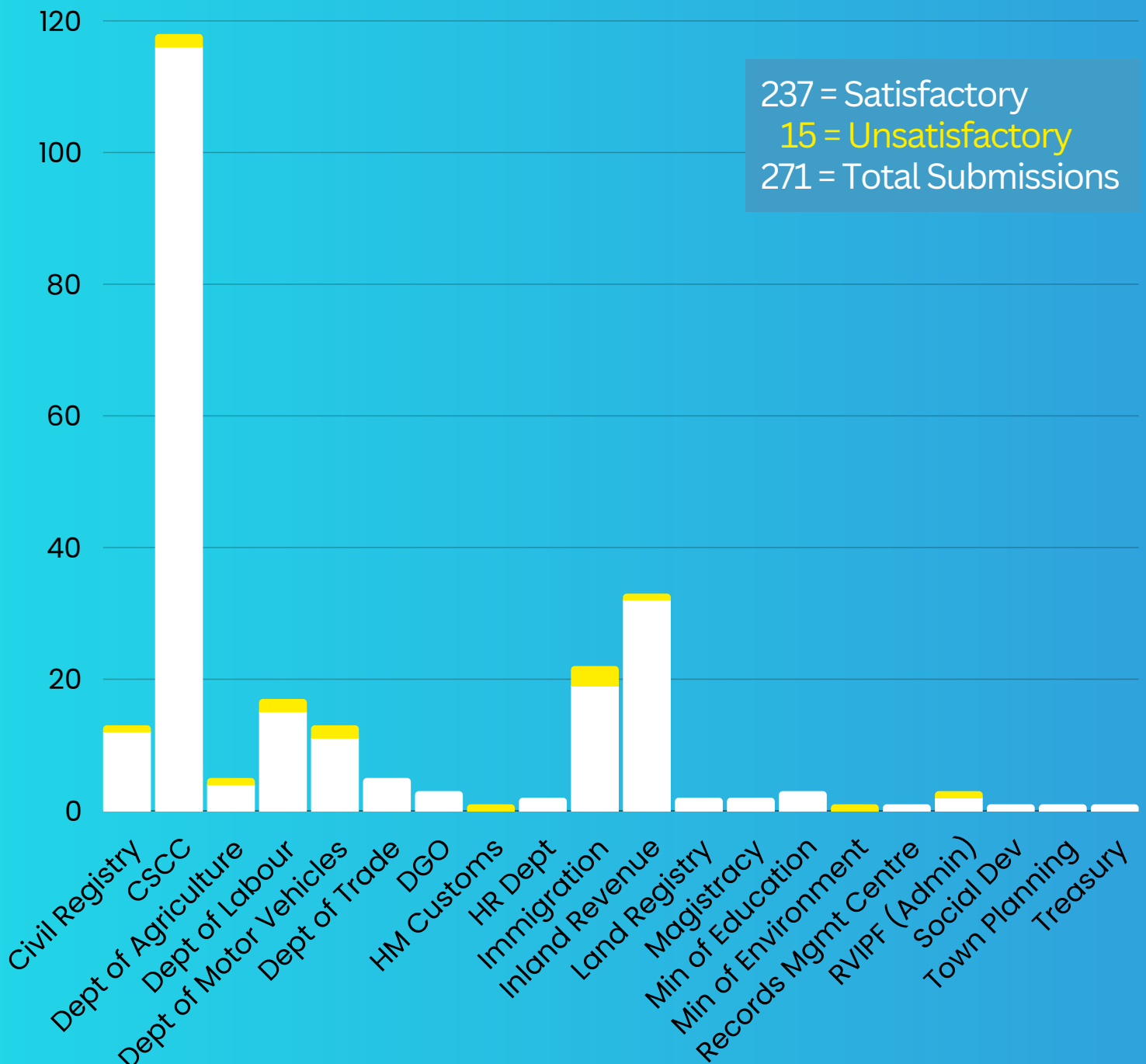
October 2024



Was your Experience Satisfactory?

Rate Us Customer Experience Data
Q1: Jan - Mar 2025

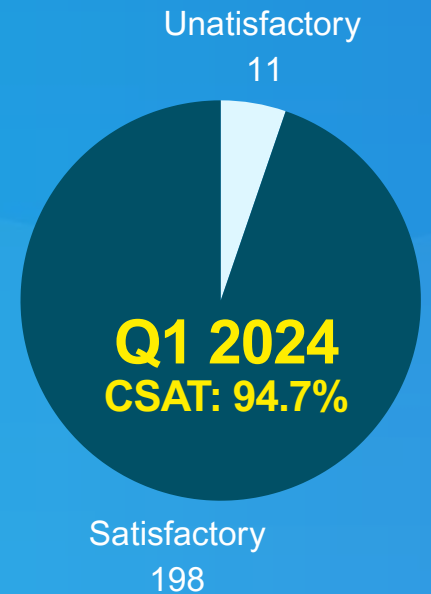
● Satisfactory ● Unsatisfactory



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

Was Your Experience Satisfactory?

Rate Us Overall Customer Experience Data for Q1

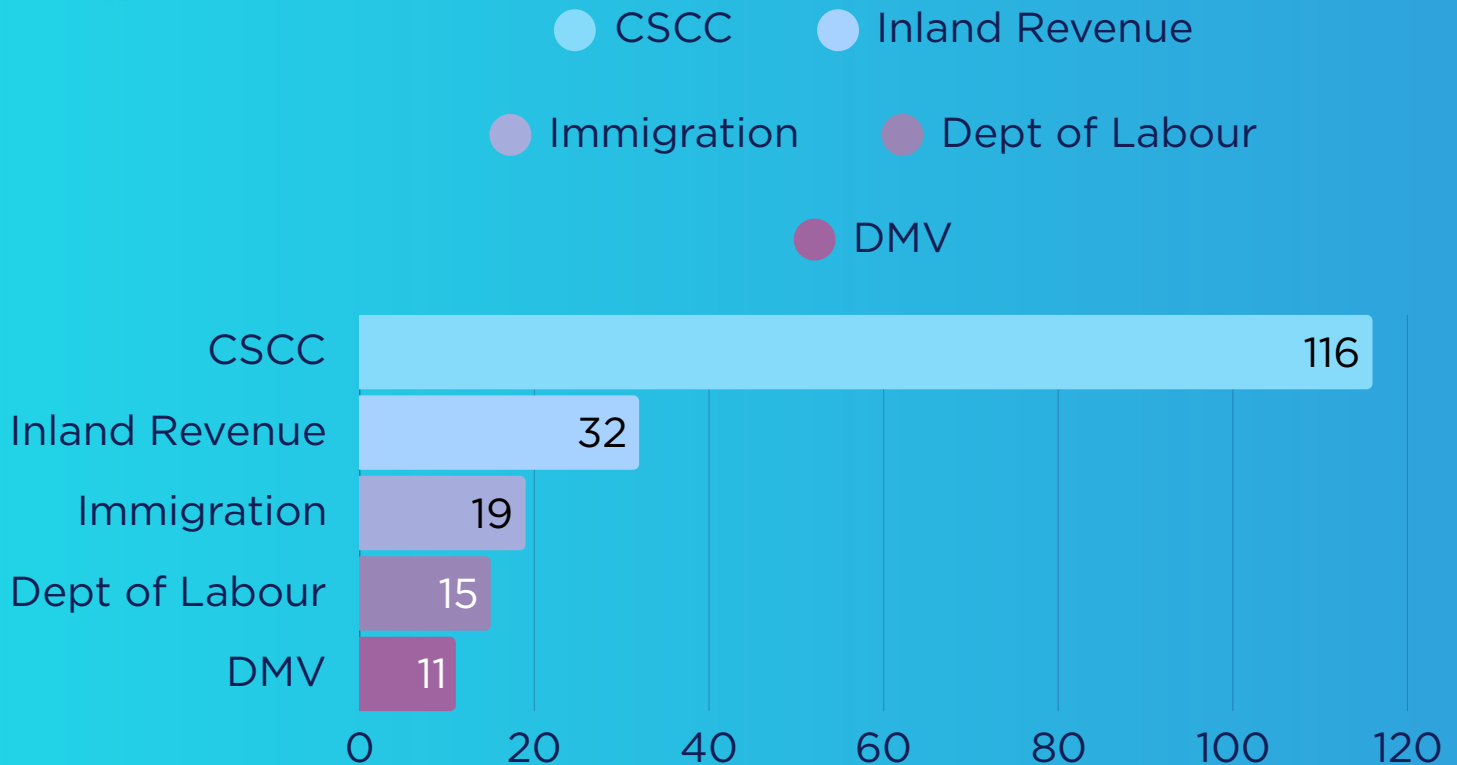


Customer Satisfaction (CSAT) is a key performance indicator that tracks how satisfied customers are with our products and/or services.

NEEDS IMPROVEMENT	FAIR	GOOD	EXCELLENT
0 - 50%	50 - 70%	70 - 90%	90 - 100%

Q1 in 2025 shows **237** submissions received, a 13.4% increase from 2024. However, the CSAT score *dropped* from 94.7% in Q1 2024 to **94%** in Q1 2025.

Top Performing Departments



Rate Us is an online platform designed to promote and encourage a culture of exceptional customer service by holding public officers accountable for the service we provide to both our internal and external customers.

Via the *Rate Us* platform, clients are encouraged to provide feedback about the service they receive at participating Departments, whether it is a commendation or a complaint.

The graph above shows the Top Performing Departments based on the total number of commendations received.

Who's on the rise?

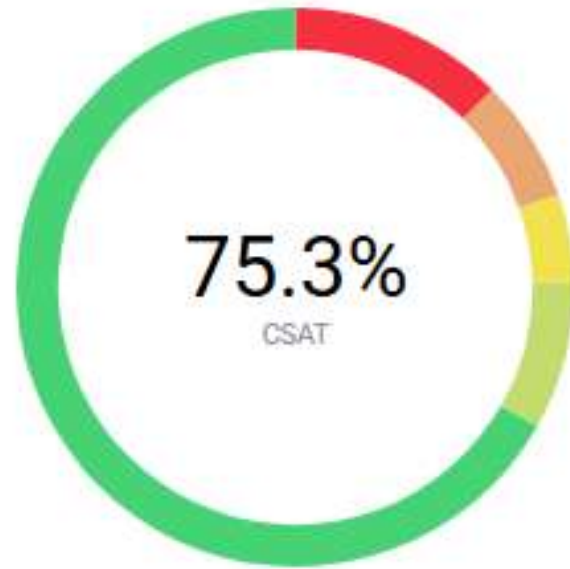


Most Commendations:
**CUSTOMER SERVICE
CARE CENTRE**

How Did We Serve You?

Express Pods Customer Experience Data

Unfortunately your **CSAT** has dropped by **3.8 points** compared to the previous period. Check the more detailed results for clues on how to improve



3,979

3, 979 Total customers
interacted with the Express Pods during this period

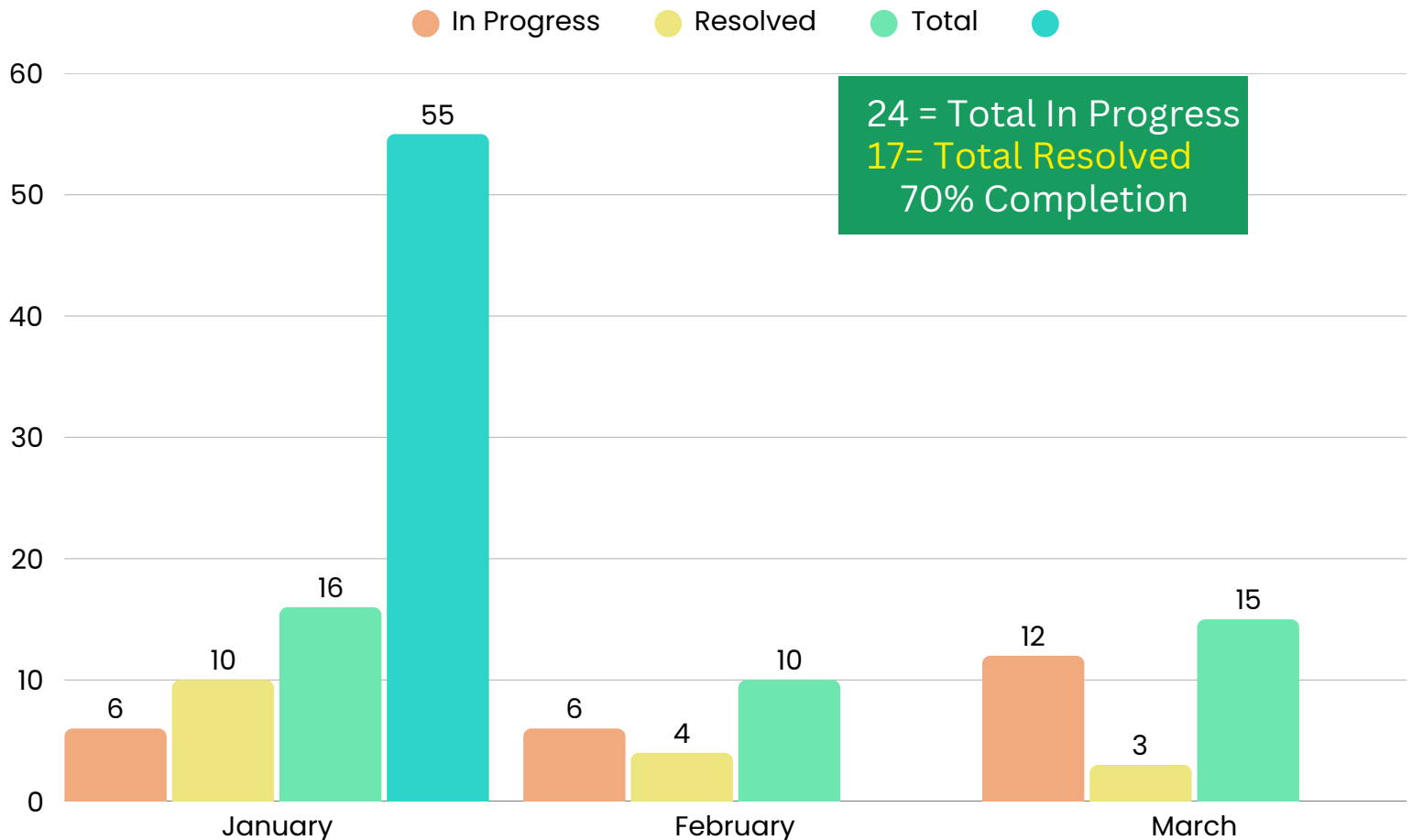
75.3% Total Customer Satisfaction Rating
for all Express Pods

Compared to last quarter, there were **531** more responses which resulted in a **decrease** of our overall Customer Satisfaction by **3.8%**

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.

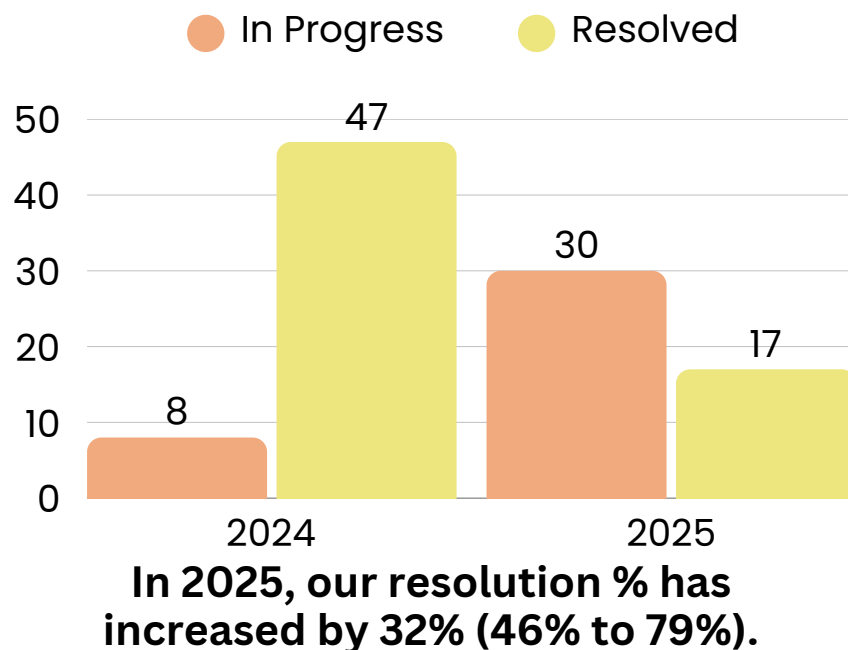


Let's Work Together! BVI Gov Report It!

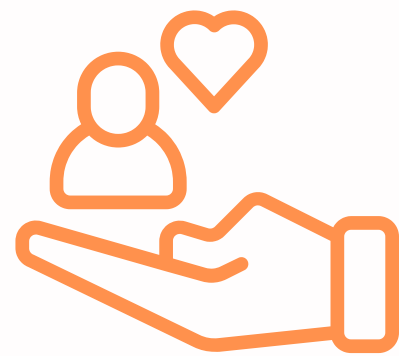


The BVI Gov Report It! App continues to be an excellent tool in helping fix issues throughout the Territory

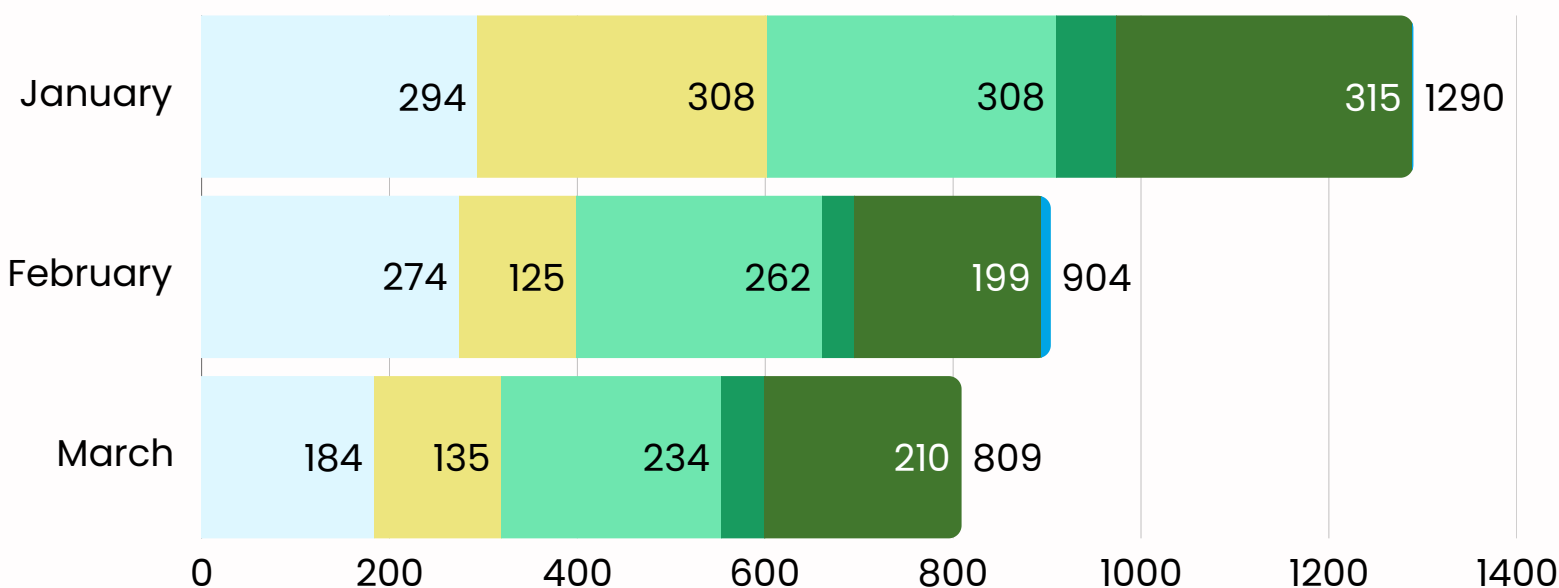
Let's see how we're doing compared to 2024



We Love The Interaction! Direct Contact

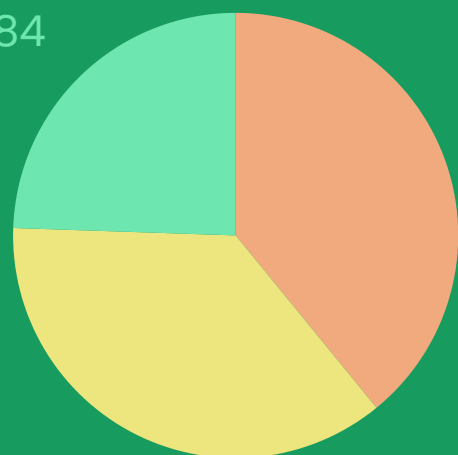


● In Person
 ● Calls
 ● Emails
 ● Whatsapps Calls
● Whatsapp Messages
● Live Chat



Clients are able to connect with the Centre in person, via email, , Live Chat, whatsapp or telephone!

March
184



January
294

February
274

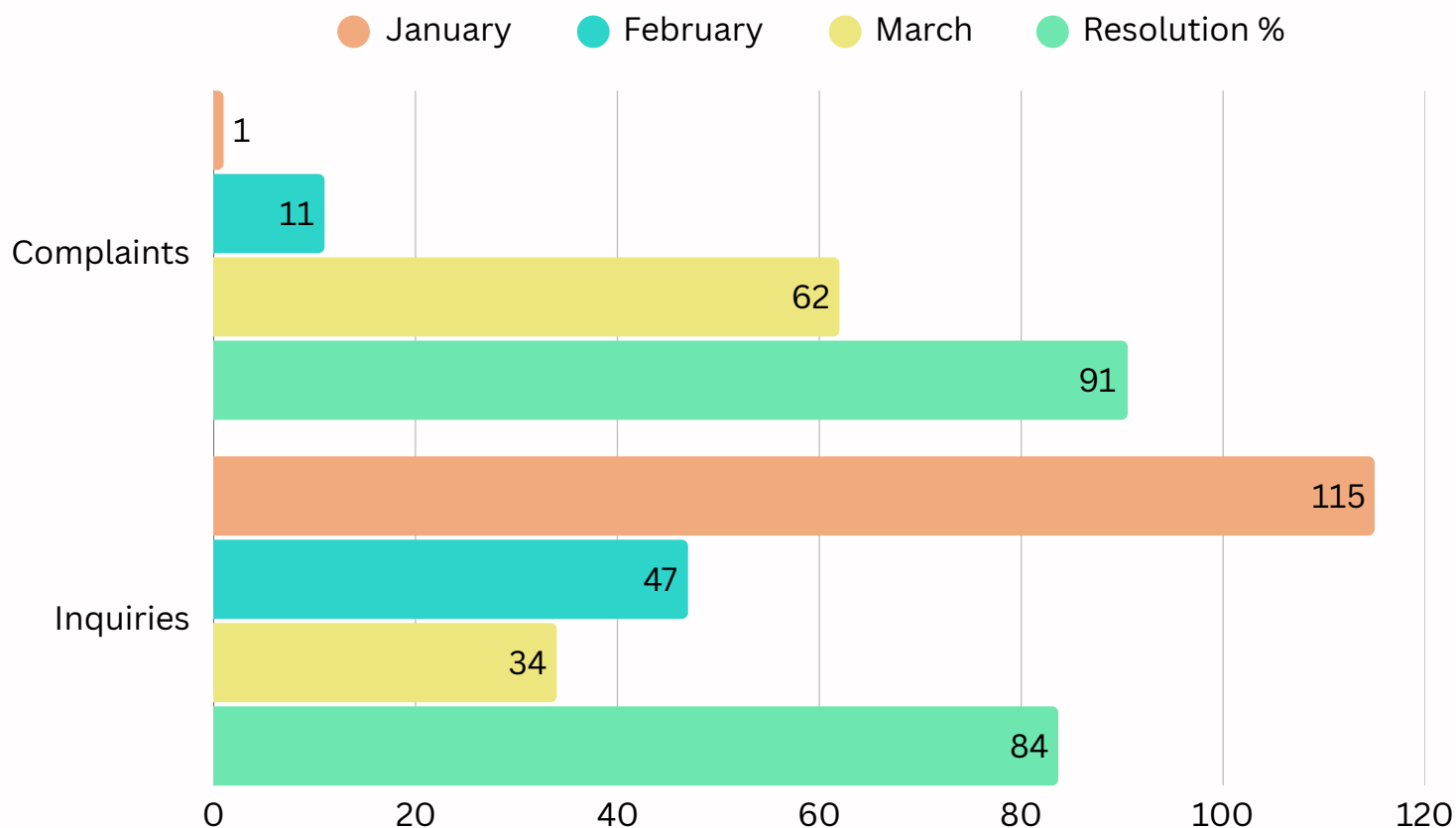
Our Doors Are Open!

Stop by the office if you need assistance with any of the services we offer or even if you simply have a question.

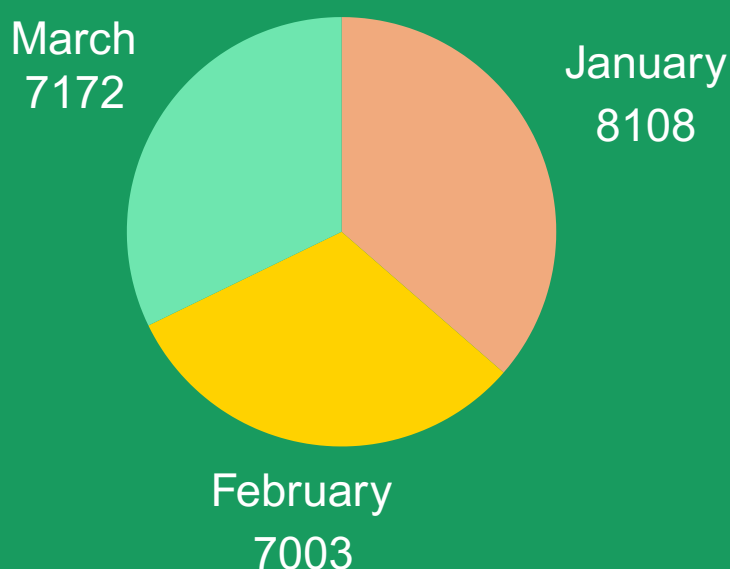
BE SURE TO STOP BY!

of persons that visited the Customer Service Care Centre

Our Customer Service Care Centre Cares About You!



CALL HANDLING



On average, a Call Centre specialist handles about 30 - 60 calls per day. At the Customer Service Care Centre, our Specialists' averages are:

January - 54
February - 47
March - 48

An average of about 50 calls per day over the 3 month period.

Customer Service Centre **MANAGER'S** Message

At the Customer Service Care Centre, safety isn't just a priority, it's a profound commitment grounded in care, respect, and service. We believe that a secure, welcoming environment is the foundation of delivering the world-class experience our clients expect and deserve.

Each interaction is a reflection of our unwavering commitment to professionalism, protection, and compassion. When our clients feel safe, they feel valued, and from that sense of security, trust and satisfaction grows.

As we continue to raise the standard of the Public Service, we do so with a deep sense of responsibility to protect the well-being of those we serve. Client safety is not an afterthought, it is at the heart of our mission, and central to every decision we make.



Ms. Abbarah Brown
Customer Service Manager



LETTER FROM THE DIRECTOR



Dearest Reader,

Welcome to our first Quarterly Customer Service Newsletter for 2025.

First and foremost, I extend my heartfelt gratitude to all public officers who continue to deliver service with excellence. Your dedication and hard work are the driving force behind our success.

We are excited to announce our collaboration with the Health and Safety Coordinator and Public Service Transformation Manager, highlighting how customer service is intricately woven into all aspects of our operations. Throughout the year, we will continue to strengthen connections with other departments and areas within the Public Service to enhance our service delivery.

As we observe World Day for Safety and Health at Work 2025, I am pleased to share our commitment to Customer Service Standards, with a special emphasis on Safety. Our standards—Safety, Authenticity, Friendliness, and Efficiency—are the foundation of our service delivery. We are dedicated to ensuring a secure environment for both our employees and the public. This newsletter includes essential workplace safety tips and a detailed look at our Customer Service Standards in the "Spotlight on Customer Service Standards" section.

We celebrate the successful launch of the Public Service Transformation Strategic Framework 2025. The new Strategic Framework establishes updated guidance on where we are today and how we intend to reach our collective goals. The Programme seeks to establish a modern, efficient, and client-centred Public Service that is fully equipped to deliver high-quality services. Through customer service improvement, we will place citizens and clients at the centre of transformation initiatives by prioritising their needs and expectations and designing services and processes with a focus on accessibility, responsiveness, and quality.

Finally, I would like to remind everyone about the services offered by our Customer Service Care Centre. It is your one-stop shop for all government-related inquiries. We encourage you to engage with our specialists, who are here to assist you.

Enjoy this issue. We would love to hear your feedback about the content and how we could improve.

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

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on X [@CSCCBVI](#)



on Instagram
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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

Appointment Bookings: appointments.gov.vg

Rate your service: rateus.gov.vg

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Available in the Apple Store/Google Play Store

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