

Public Service Customer Service NEWSLETTER

Q2 | April - June 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 – **AUTHENTICITY**
- **Virgin Gorda Customer Service Care Centre Opened**
- Learn more about Rate Us
- SAVE THE DATE – CX Day 2025

AND MORE

Customer Service Excellence Celebrated During Pinning Ceremony

BY: EUSAZ. ADAMS

During a Customer Service Star Membership Club Pinning Ceremony held on Friday, 4th July, Ms. Abbarah Brown, Manager of the Customer Service Care Centre (CSCC), was awarded the *Stephanie Benn Award for Customer Service Excellence* among other public officers and departments who were awarded for commendations received.

The Customer Service Star Membership Club is designed to reward public officers for their commitment to excellence in customer service, and is presented based on commendations received from the Rate Us platform.

The Stephanie Benn Award for Excellence in Customer Service is dedicated to the honour of the late former Registrar General, Mrs. Stephanie Benn, who passed away in October 2022. The award is presented annually to the public officer who received the most individual commendations in the prior year.



Permanent Secretary in the Office of the Deputy Governor, Mrs. Sharleen DaBreo-Lettsome, MBE said “The Stephanie Benn Award is firstly a tribute to a woman who has made incredible contributions to the Public Service and a beacon of customer service excellence. Ms. Brown and the Customer Service Care Centre continues to set a strong standard for the level of service we believe our clients should receive.”

As part of the ceremony, 37 public officers were pinned for receiving commendations and earning new star memberships.

Director of Customer Service, Ms. Kedimone Rubaine said, “ Through the Customer Service Programme, we are proving that service excellence can and must be the hallmark of a modern and responsive Public Service. The Virgin Islands continues to stand as a leader in the region and beyond.” Ms. Rubaine continued, “No other public service in the Caribbean currently has a dedicated Customer Service Programme, a fully operational Customer Care Centre, or a Director of Customer Service role driving this vision at a national level. We are charting new territory, and we are doing so intentionally.”



Photo Caption: Public Officers were celebrated at the most recent Public Service Star Membership Club Pinning Ceremony for their dedication and commitment to delivering excellent customer service.



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

SHELANE PENN

Customer Service Care Centre

October 2024

LAURA WINTER

Inland Revenue Department

October 2024

DAPHNE SPRAUVE

Inland Revenue Department

October 2024

DAPHNE BLYDEN-SMITH

Customer Service Care Centre

June 2025

SALLY PENN

Department of Motor Vehicles

June 2025

KIMISHA CHINNERY

Customer Service Care Centre

June 2025

ABBARAH BROWN

Customer Service Care Centre
2024 Stephanie Benn Award Recipient

June 2025

ELISE MOLYNEAUX

Customer Service Care Centre

June 2025



Celebrating Excellence in Leadership and Service **Ms. Abbarah Brown Named 2024 Recipient of the Stephanie Benn Public Service Award for Customer Service Excellence**

Ms. Abbarah Brown, Manager of the Customer Service Care Centre, stands as a shining example of unwavering dedication to enhancing the customer experience across the Public Service. Her leadership, professionalism, and consistent commitment to excellence have not only raised the bar but continue to define what quality service looks like in government.

When serving as Executive Support to the Deputy Governor, Ms. Brown was entrusted with advancing his vision for a dedicated Customer Service Care Centre. It is clear that Ms. Brown has fully embraced that vision, taken true ownership of the success of the Customer Service Care Centre, and continues to lead by example.

She carries a significant responsibility, ensuring the Centre not only meets the standard for service excellence, but consistently exceeds. This is reflected in her team, all of whom are members of the Star Membership Club, a testament to the culture of excellence she fosters.

Ms. Brown is recognised as an Elite Star Member, having received a remarkable 207 commendations for her service in 2024. Even more, we celebrate her as the 2024 recipient of the Stephanie Benn Public Service Award for Customer Service Excellence, a special honour named after the late Mrs. Stephanie Benn, a revered public officer known for her grace, professionalism, and drive to elevate the standard of public service.

Ms. Abbarah Brown is applauded as a truly outstanding leader and a most deserving recipient of this prestigious award. Her impact continues to inspire and elevate the quality of service across the entire Public Service.



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Customer Service Compliment

Mrs. Denice Rouse
Department of Immigration

“

Ms. Rouse went above and beyond what my family could have hoped for. She was extremely patient and helped our 4th generation through the process of getting a Belongers Card. Thank you.

- Ruby H.

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.



LETTER FROM THE DIRECTOR



Dear Colleagues and Valued Partners,

As we close out the second quarter of 2025, I am proud to share the continued progress we are making in transforming the customer service culture across the Public Service of the Virgin Islands. Each interaction, each initiative, and each act of service is shaping a more responsive, people-centered government, one that listens, improves, and leads with care.

Over the past few months, we've strengthened our commitment to service excellence through ongoing training, customer feedback integration, and department-level support. Tools like the "Rate Us" platform are helping us better understand the needs and experiences of the public, providing invaluable insights that support both accountability and celebration.

I want to thank every public officer who has embraced this transformation and taken ownership of the service they provide. Your professionalism, empathy, and consistency are the foundation of public trust.

As we look ahead, let's continue to mirror the service we ourselves expect, uphold the S.A.F.E. Service Standards, and challenge ourselves to meet and exceed expectations, every customer, every time.

Let's keep pushing forward together. Your effort is seen. Your impact is felt. And the future of public service is brighter because of you.

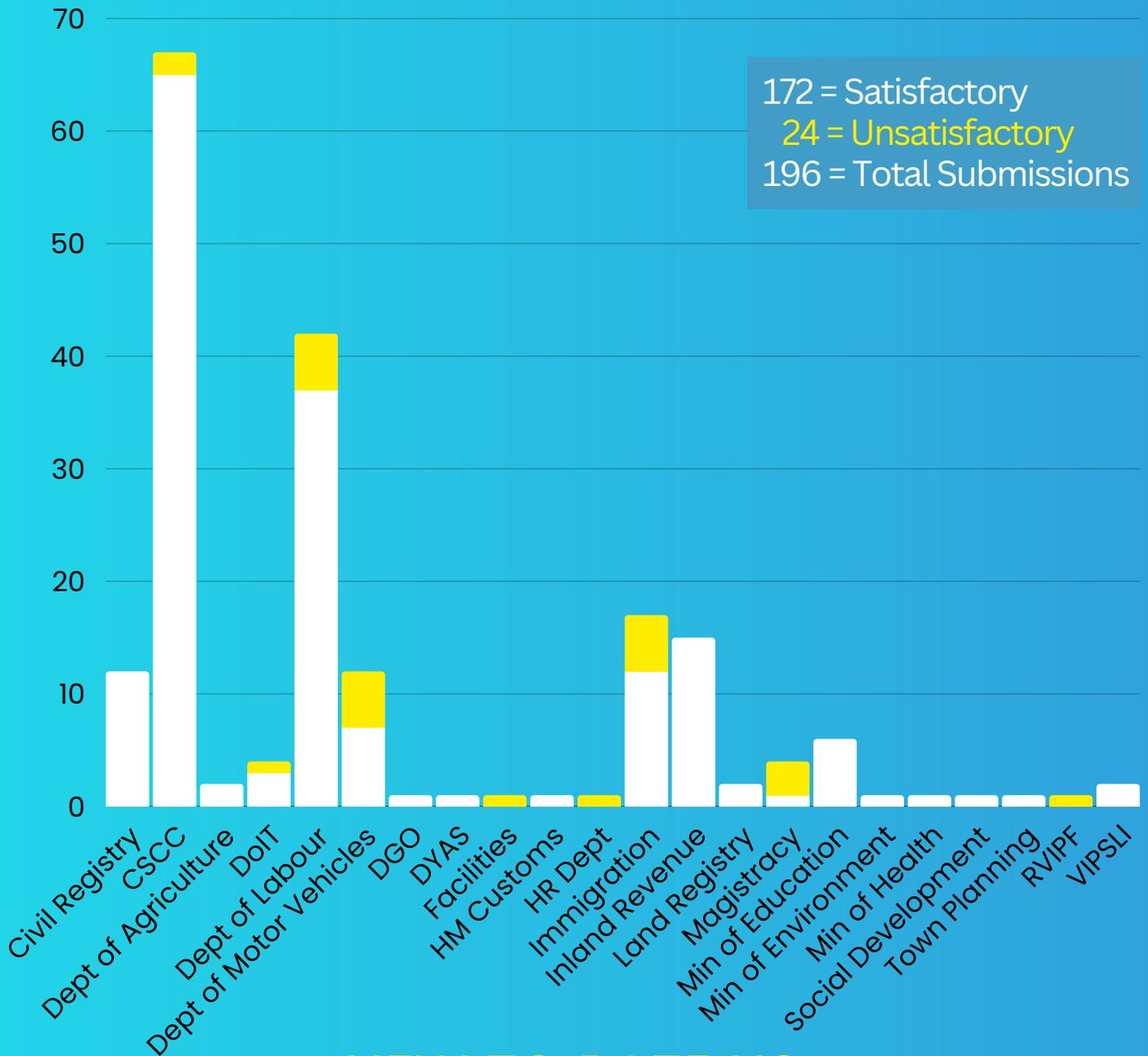
In service,

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

Was your Experience Satisfactory?

Rate Us Customer Experience Data
Q2: April - June 2025

● Satisfactory ● Unsatisfactory



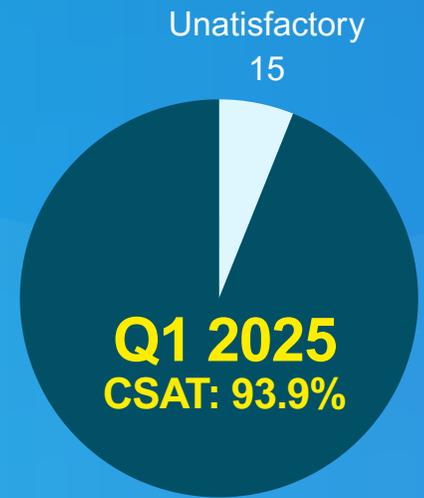
172 = Satisfactory
24 = Unsatisfactory
196 = Total Submissions

NEW TO RATE US:

Department of IT
VI Public Service Learning Institute
Social Development Department

Was Your Experience Satisfactory?

Rate Us Overall Customer Experience Data for Q2



Q1 2025
CSAT: 93.9%

Satisfactory
232

Q1 2025
CSAT
87.8%
Customer
Satisfaction Score

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

NEEDS IMPROVEMENT
0 - 50%

FAIR
50 - 70%

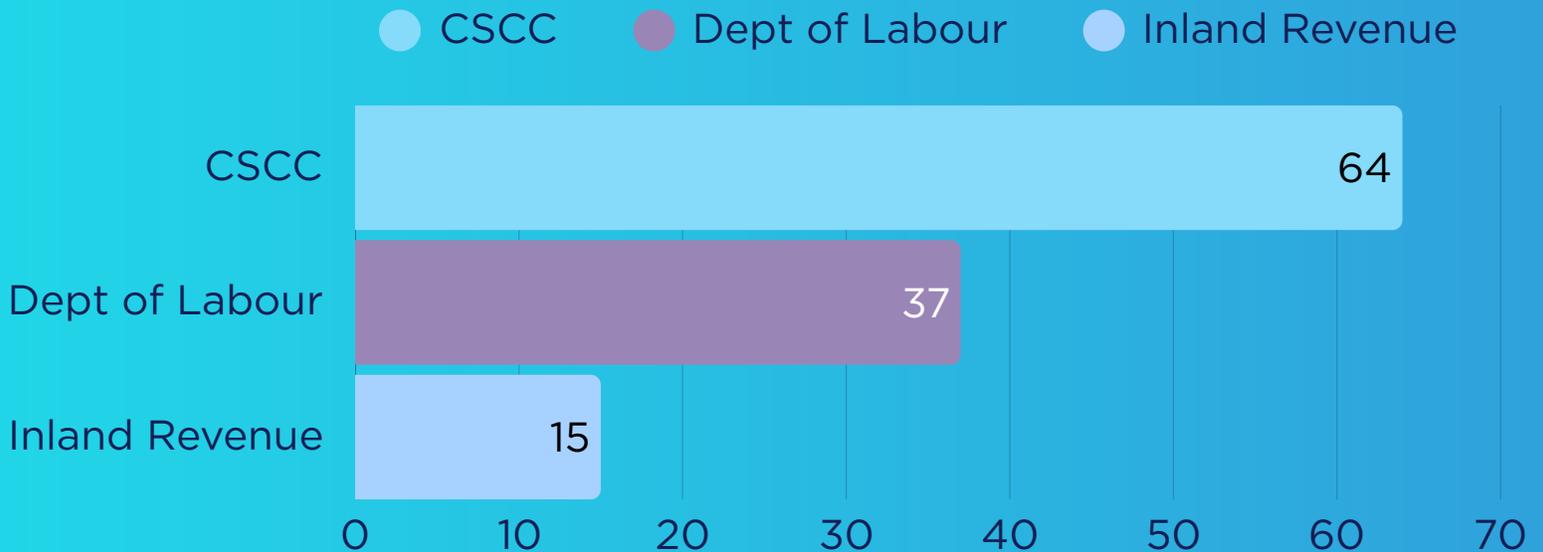
GOOD
70 - 90%

EXCELLENT
90 - 100%

In Q2, **196** submissions were received, compared to the **247** in Q1. Subsequently, the CSAT score *dropped* from **93.9%** in Q1 to **87.8%** in Q2.

Our overall CSAT for 2025 is **91.2%**
(39 unsatisfactory; 404 satisfactory; 443 total)

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?



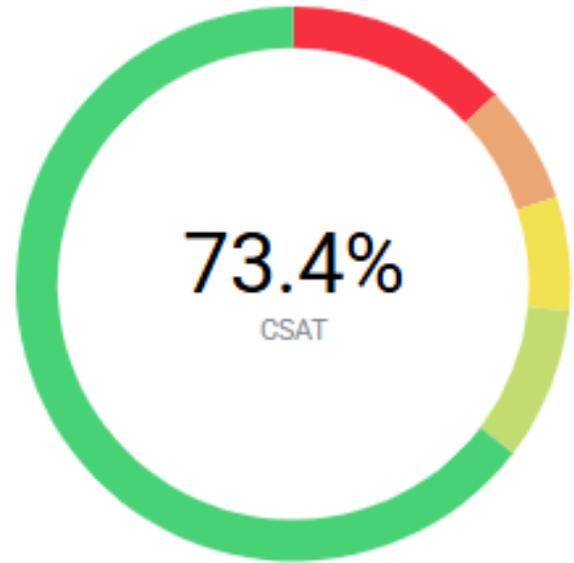
Most Commendations:
CUSTOMER SERVICE CARE CENTRE

How Did We Serve You?

Express Pods Customer Experience Data



Unfortunately your **CSAT** has dropped by **1.9 points** compared to the previous period. Check the more detailed results for clues on how to improve



13%

556



6.9%

296



6.6%

283



8.9%

379



64.5%

2,754

4,268

4,268 Total customers interacted with the Express Pods during this period

73.4% Total Customer Satisfaction Rating for all Express Pods

Compared to last quarter, there were **289** more responses which resulted in a **decrease** of our overall Customer Satisfaction by **1.9%**

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.



CUSTOMER SERVICE TIPS

to be an exemplary public officer

Commit to Finding Solutions

When you don't have an immediate answer, avoid saying "I don't know." Instead, assure the client that you'll find the information they need. Say something like, "Let me find out for you," or "I'll check with a colleague and get back to you shortly." This approach shows your commitment to helping them and ensures they feel supported.



Ms. Kedimone Rubaine
Director of Customer Service

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

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

These tips are designed to help public officers remember that we should always strive to deliver the same service to our clients we expect to receive in return.

If you have a tip you think should be shared with public officers, please let me know. Enjoy this series and look out for new tips as they are published.

Customer Service Centre **MANAGER'S** Message

At the Customer Service Care Centre, *you, our valued customers*, are at the heart of everything we do.

Every day, we proudly welcome individuals seeking guidance and support on public service matters from across all nine Government Ministries. We respond to a wide range of inquiries and service needs, and whether you're reaching out for information, clarity, or assistance, please know that you matter deeply to us.

We continue to see a steady and meaningful increase in customers seeking in-person support at the Centre. We embrace this growth as a powerful sign of your trust, and it fuels our commitment to serve with even more purpose, passion, and precision.

Your concerns are heard, and your complaints are taken seriously. We are proud to report a high-resolution rate, which reflects our unwavering dedication to ensuring that every issue, no matter how complex, is addressed with fairness, timeliness, and care.

Our mission extends beyond simply answering questions. We are here to solve problems, offer reassurance, and make every interaction with the Public Service one marked by respect, dignity, and satisfaction. Every complaint is an opportunity to grow, to improve, and to reaffirm that accountability and compassion go hand in hand.

At the core of our operations is a firm belief: excellent service must be safe, respectful, and empowering. When our clients feel safe and heard, they feel valued, and from that foundation, trust is built, and transformation becomes possible.

Thank you for allowing us to walk alongside you, advocate for you, and serve with unwavering pride. The journey to a modern, people-centered Public Service begins with service that cares, and we are honoured to lead that charge.



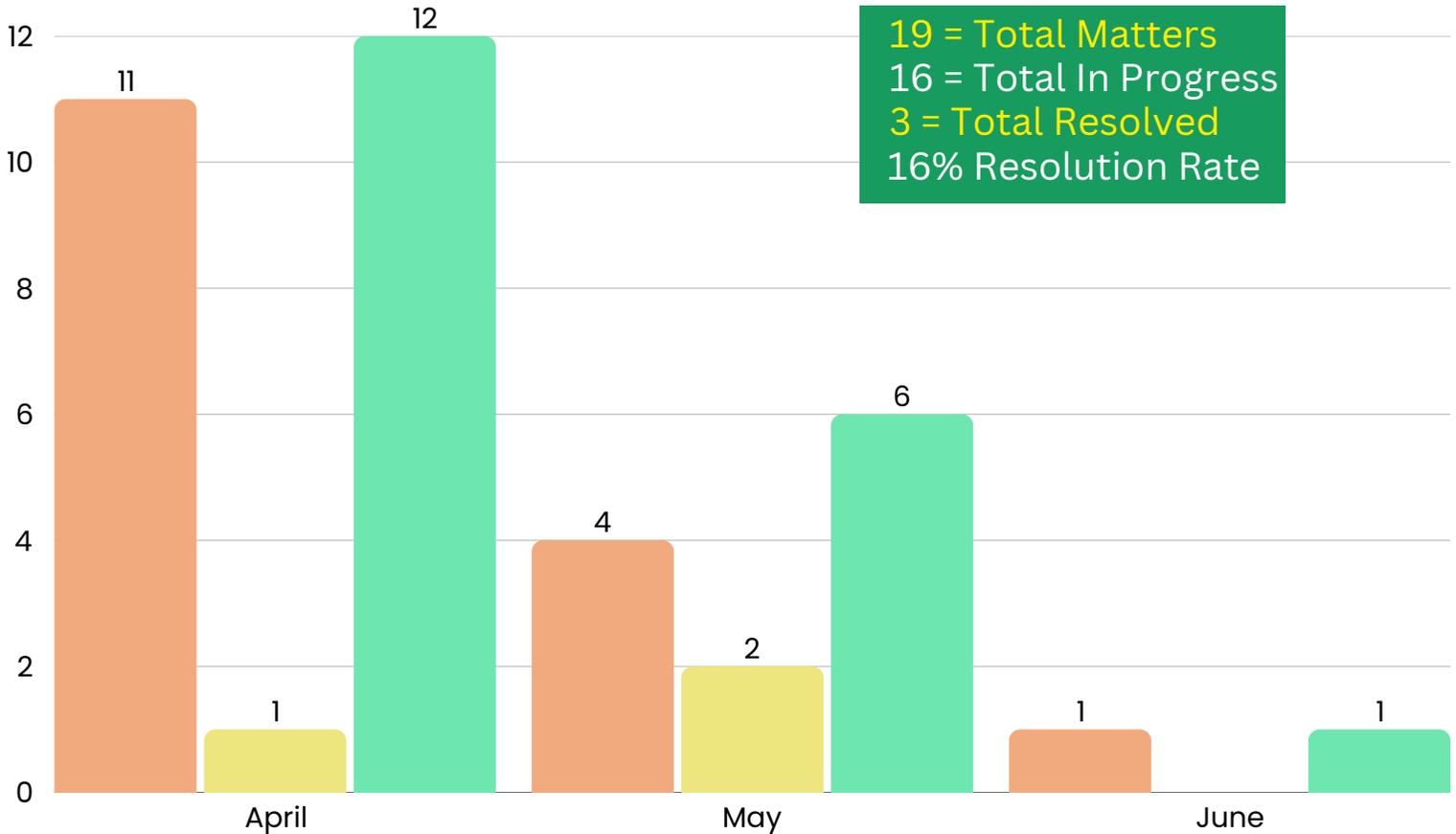
With heartfelt appreciation and steadfast commitment,

Ms. Abbarah Brown
Customer Service Manager

Let's Work Together! BVI Gov Report It!



● In Progress ● Resolved ● Total

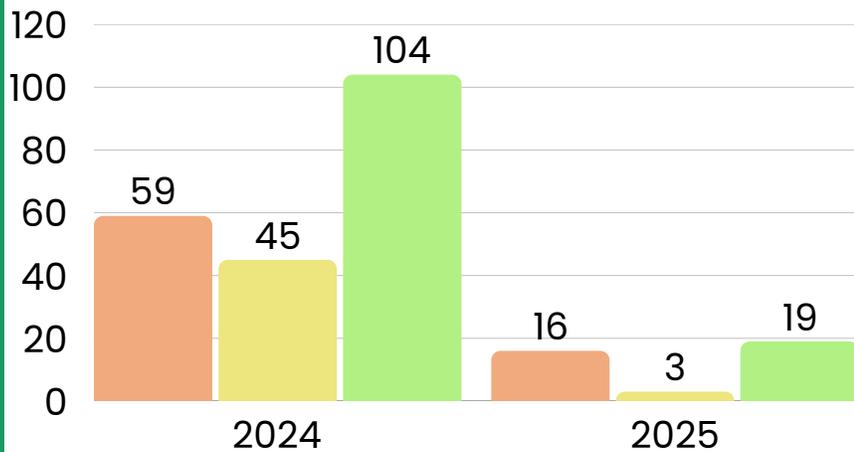


The BVI Gov Report It! App continues to be an excellent tool in helping fix issues throughout the Territory

Let's see how we're doing compared to Q2 2024

● In Progress ● Resolved

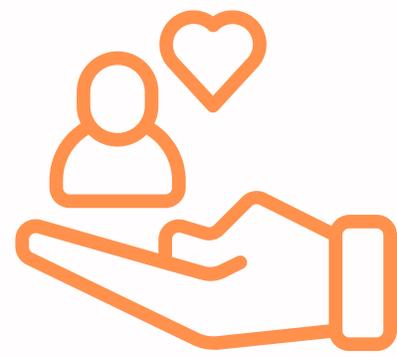
● Total Matters



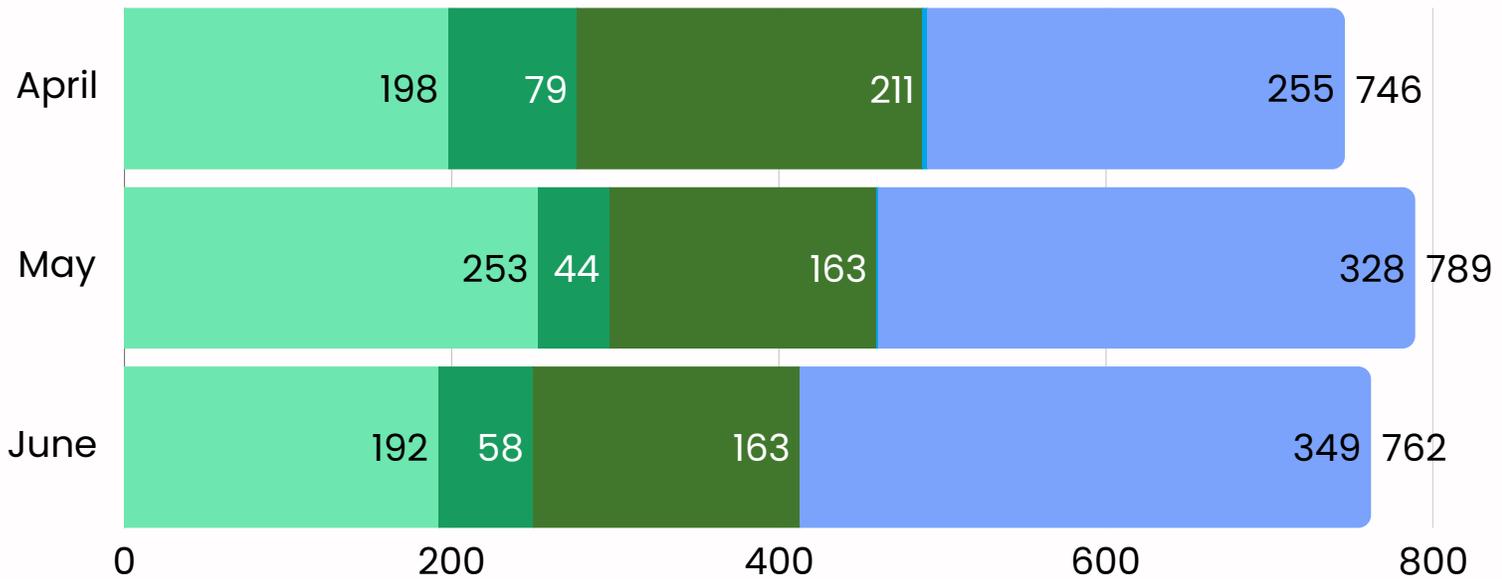
In 2025, our resolution % has decreased by 27% (from 43% to 16%).

We Love The Interaction!

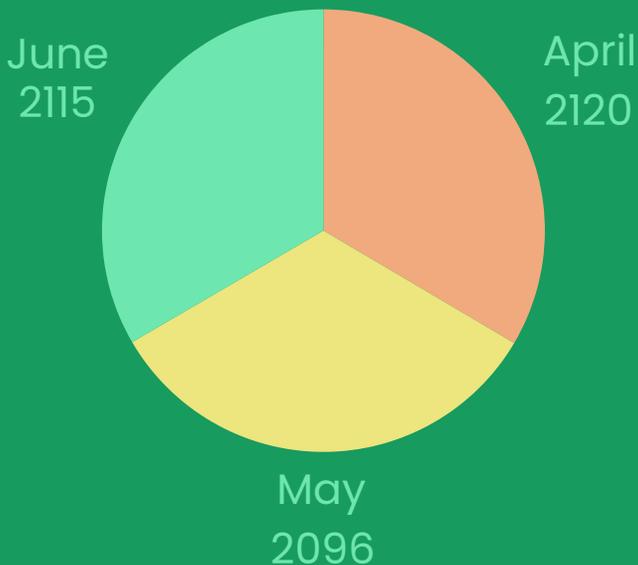
Direct Contact



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



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



The Appointment System continues to help our customers save time when visiting Government Departments.

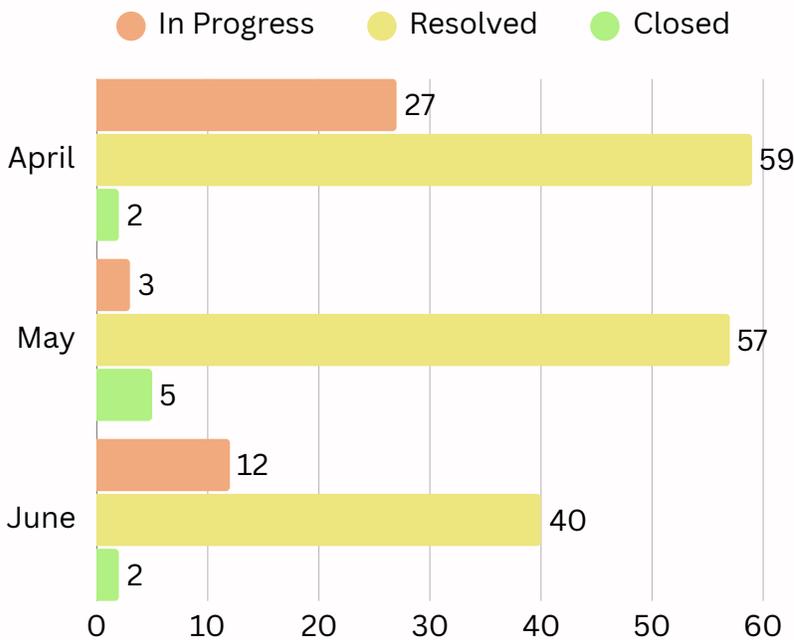
Call us at 468-3701 or visit appointments.gov.vg

of Appointments made

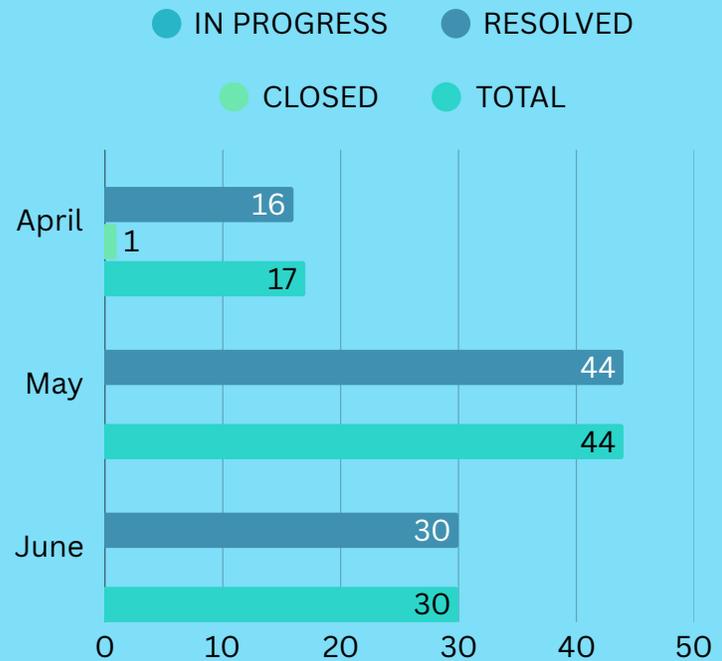
Our Customer Service Care Centre Cares About You!



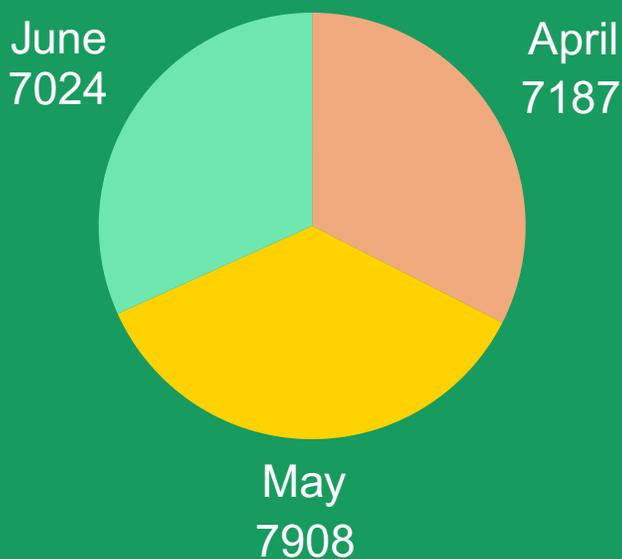
Customer Inquiries



Customer Complaints



CALL HANDLING



On average, a Call Centre specialist handles about 30 - 60 calls per day. With 5 Specialists at the Customer Service Care Centre, our Specialists' average:

April - 48
May - 52
June - 47

An average of about 49 calls per specialists per day over the 3 month period.



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DEPARTMENTAL COMMENDATIONS

Land and Survey Department (Lands Unit)



I visited the department several times last week, I was attended to quickly and efficiently by everyone. If they felt it was taking a little longer than expected, someone would signal to me indicating that they would be with me shortly. It is a pleasure to do business with
Land Registry.

- Naomi W.

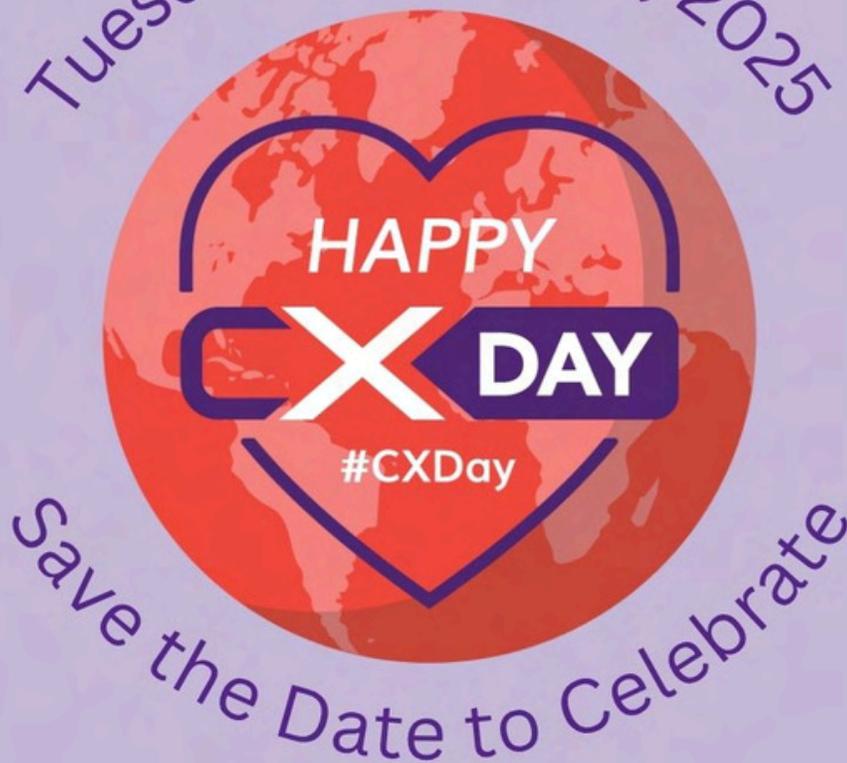
Let us know how you feel too!



<https://rateus.gov.vg>

SAVE THE DATE

Tuesday, October 7, 2025



POWERED BY

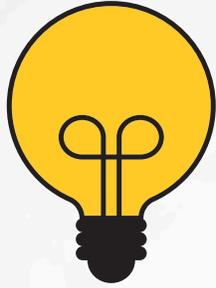
CXPA

Customer Experience
Professionals Association™



HOW CAN GOVERNMENT DEPARTMENTS PARTICIPATE?

1. Recognise and celebrate with small tokens of appreciation (Certificates, trinkets, etc).
2. Create a Gratitude Wall or Customer Compliment Board. Display thank you notes and commendations received via Rate Us and from the public. Invite customers to leave kind messages about staff experiences in your Department.
3. Promote or announce a new service feature, simplified process, or customer-friendly tool your department is using or has recently introduced.
4. Engage in Social Media: Use the hashtags #CXDay2025 to share our celebrations and success stories on social media platforms. Don't forget to tag our social media accounts (Deputy Governor and Customer Service Care Centre).
5. Share pictures of your CX Day activities with the Director of Customer Service via email (krubaine@gov.vg).
6. Participate in the CX Day Learning Session. (Details to follow)



Did you know?



You can help improve government services in the Virgin Islands with just one click?

Use the **Rate Us** platform to share your experience — whether it's a compliment, a suggestion, or a concern.

Your feedback helps us serve you better!

Visit **RateUs.gov.vg**
Look for the “Rate Us” QR code at your next visit.

Your Voice. Our Service.



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Recently visited a
Government Department?

How Did We
Serve You?

Let Us Know!



Rate Government's Customer Service

Help us recognise exceptional customer service and address unsatisfactory customer service by visiting the website below.

<https://rateus.gov.vg>



What Is RATE US

What is

RATE US?

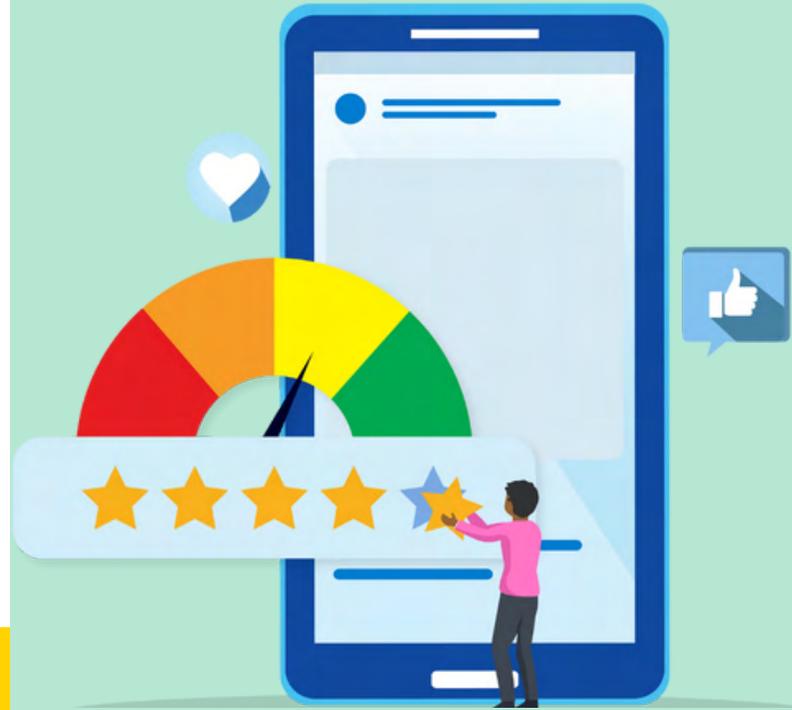
“Rate Us” is the Government of the Virgin Islands’ official customer feedback platform. It’s designed to make it easy for the public — citizens, residents, and visitors — to rate and share their experiences with various government departments and services.

Why is it important?

The “Rate Us” system helps hold public officers accountable while giving you, the customer, a voice in how services can be improved.

Visit our website to tell us about your experience

RateUs.gov.vg



YOUR VOICE. OUR SERVICE.

- **Accountability**

Through the centralised system, Departments are held accountable to improve their service delivery.

- **Service Improvement**

Your comments help us identify areas that need to be fixed

- **Celebrate Star Employees**

Commendations help us celebrate public officers that provide excellent service to our clients



GOVERNMENT OF THE
VIRGIN ISLANDS
Office of the Deputy Governor

RATE YOUR EXPERIENCE!

Remember, you can rate the service
you receive on 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



JUNE 2025

CUSTOMER SERVICE TIPS

to be an exemplary public officer

Be Knowledgeable

Being knowledgeable about your department's services is crucial for effective support. Even if it's not your direct responsibility, know who handles each service. Stay updated on policy changes and new programs to provide current information, build trust, and anticipate community needs for proactive assistance.



Ms. Kedimone Rubaine
Director of Customer Service

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Introducing...



CUSTOMER SERVICE BLOTTER

DAILY CUSTOMER SERVICE UPDATES

The Blotter provides updates to our clients about anything that's happening in the Public Service that affects Customer Service. These happenings are general things that speak to common courtesies that should be extended to clients such as:

- Early Office Closures
- System outages and restoration
- Inoperable Phone Lines
- Current/Acceptable forms of payment

This Blotter does not replace the official Bulletin issued by the Department of Information and Public Relations, but ensures information is shared quickly so customers are able to make informed decisions.

You can find **The Blotter** all social media platforms for Government of the Virgin Islands, Deputy Governor's Office and the Customer Service Care Centre.

Virgin Gorda Customer Service Care Centre Now Open



The Office of the Deputy Governor launched a fully functioning branch of the Customer Service Care Centre on Virgin Gorda at the Vanterpool Administration Building on Thursday 24th July. Now, residents on Virgin Gorda are able to access key Government services without travelling to Tortola.

Clients on Virgin Gorda will be able to access in-person support, call handling services, assistance with appointment bookings and application completion, among other services.

At the official launch on Friday, members of the community along with public officers heard about the journey that led to the launch, and the Government's plans to expand the Customer Service Care Centre to Anegada and Jost Van Dyke.

The Government of the Virgin Islands remains committed to the ongoing transformation of the Public Service.



BURHYM BUIL



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

If you need help with any of the following services,
contact us:

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

Call (284) 468-3701
or visit any of our 2 locations!

Road Town - 1st Floor Burhym Building
(Near Happy Feet and Cedar Cafe)

Virgin Gorda - Vanterpool Admin Building



SPOTLIGHT ON

CUSTOMER SERVICE STANDARDS



AUTHENTICITY

Authenticity means we serve with *professionalism, honesty and integrity* at all times.

It is about being true to our role as public officers, following our code of conduct, using the proper protocols and procedures, and knowing the laws, policies and guidelines that guide the services we deliver.

When we are **authentic**, our customers can trust that we are *credible, reliable and knowledgeable*. It shows that we take our responsibilities seriously and deliver services fairly and correctly every time.

In short, **Authenticity** means doing the right thing, the right way, for the right reasons.



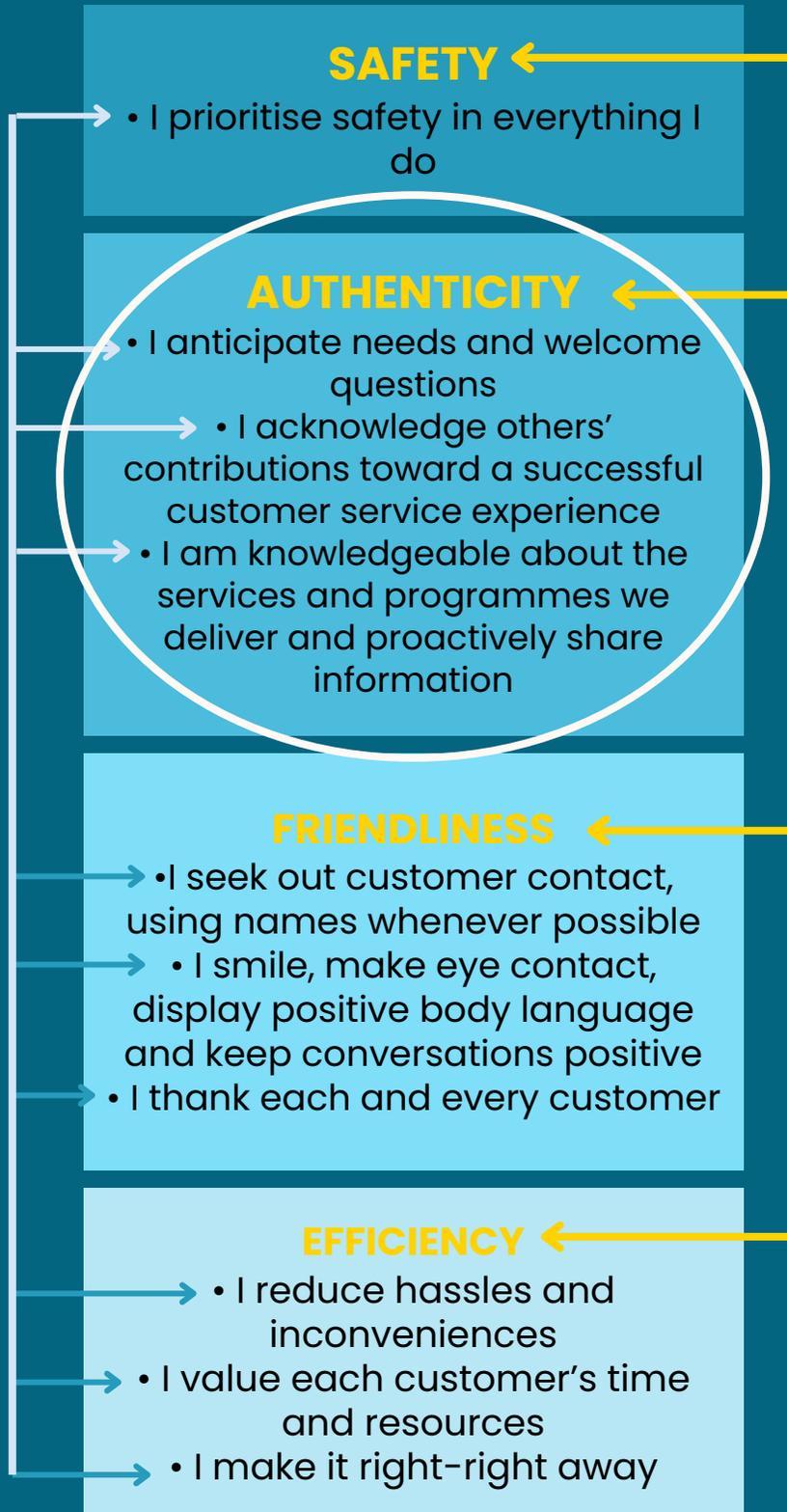
OUR CUSTOMER SERVICE STANDARDS & BEHAVIOURS

Our Service Behaviours

What are Service Behaviours?

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

Simply, they are the things we say and do that lead to great customer service. They're the everyday actions that help make customers feel respected, helped, and valued.



Our S.A.F.E. Service Standards

What are Service Standards?

Service Standards are promises we make to the public about the quality of service they can expect from us. They help clarify service expectations and help us take responsibility if we don't meet those expectations.

CUSTOMER SERVICE TIPS

to be an exemplary public officer

Encourage Feedback

Don't be afraid to receive feedback from clients. Invite them to share their thoughts about services received. Use their input to identify areas for improvement and enhance service delivery. This shows you value their opinions and are committed to continuous improvement.



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*



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!

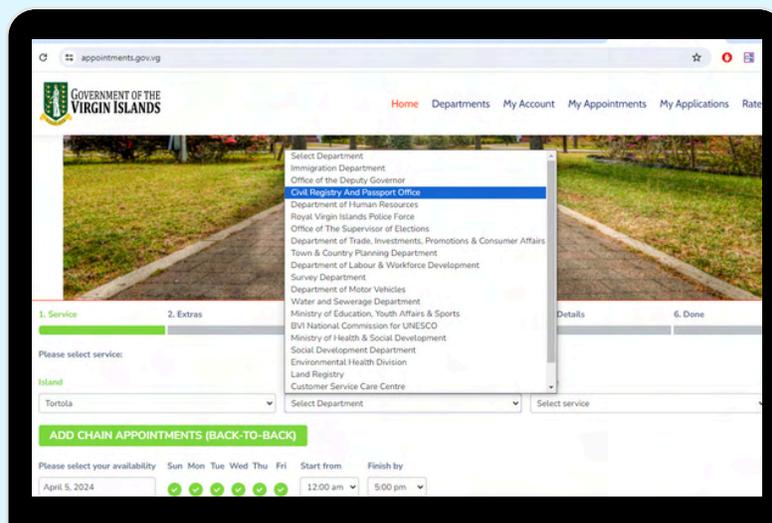


You can make an appointment with over 20 different Government Departments at **appointments.gov.vg**

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



Follow Us on Social Media



Let's Get Connected for Our Latest News & Updates



on Facebook
[@customerservicecentre](#)



on X [@CSCCBVI](#)



on Instagram
[@customerservicecentreBVI](#)



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 our service: rateus.gov.vg

BVI GOV Report IT! App – Download Now!

Available in the Apple Store/Google Play Store

ⓧ CSCCBVI



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