



Public Service Customer Service

NEWSLETTER

Q3 | July - September 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:

- CX Day 2025 Recap
- **Spotlight** on 'S.A.F.E Service Standards - **FRIENDLINESS**
- **Records Management Centre**
- Learn more about Rate Us
- CX Stats

AND MORE

Front-facing officers take the Spotlight for CX DAY Celebrations

BY: EUSA Z. ADAMS

The Government of the Virgin Islands joined organisations across the world on 7th October to recognise Customer Experience 'CX' Day, an annual celebration of the commitment to delivering excellent customer service, and the individuals who contribute to that mission's success.

In the Public Service, the day began with the reintroduction of Service Charters, a guiding public document for each Department, which helps to provide vital information on the office's functions and celebration.

The announcement of special awards, hosting of a feature panel discussion, gratitude wall and other initiatives served as an engagement point for both the community and the Public Service during the annual celebration.

Continued on next page



CX-DAY 2025

HAPPY
CX DAY
#CXDay

OCTOBER 7
2025



Quick Insights: CX Day at a Glance

The Public Service joined global observance of Customer Experience (CX) Day on Tuesday, October 7, 2025, under the theme "Celebrating the Future of Customer Experience Excellence." The day highlighted the Government's continued commitment to improving service delivery across the Public Service.

The Highlight:

The highlight of the day was the Reintroduction of the Service Charters, a reaffirmation of the standards guiding how public officers serve the people of the Virgin Islands. The virtual ceremony featured remarks from the Deputy Governor, the Permanent Secretary, and the Director of Customer Service. Each speaker cemented the commitment of the BVI Government to serve its constituents at a global level, constantly improving.



Panel Discussion

The day concluded with a Panel Discussion titled "Putting People First: Seamless Service, Stronger Communities," moderated by Communications Officer Mr. Eusa Adams. The discussion brought together stakeholders to share insights on how technology, teamwork, and empathy can strengthen community relationships and improve customer experience across the Public Service.

Key Takeaways

The discussion underscored that people are the driving force behind public service transformation. True progress requires a cultural shift rooted in empathy, collaboration, and continuous improvement rather than just procedural change. By breaking silos and modernizing responsibly with technology, government can deliver more seamless, accessible services. Ultimately, public service remains a meaningful career path that allows individuals to shape policy, uplift communities, and make a lasting impact.

Why do I like working in Customer Service?

The central message of this activity came down to one powerful truth, the people who serve in these roles do so with heart and purpose. They find genuine fulfillment in their work, approaching each interaction with love, empathy, and the same level of service they themselves would expect. In a short video interview where nine dedicated customer service representatives were interviewed, featuring two simple questions: "Why do you like working in customer service?" and "What has been your best moment on the job?", Ms. Beverly Smith, spoke candidly and from the heart. She shared that it brings her joy to help others, and that her greatest reward comes at the end of the day when she knows she has brightened someone's life simply by treating them with dignity, care, and professionalism.



LETTER FROM THE DIRECTOR



Dear Readers,

As we enter the final quarter of the year, I want to express my sincere appreciation to you, the people of the Virgin Islands, for your continued support and engagement with the Public Service. Your feedback, patience, and partnership play an important role in helping us improve the way we serve you.

Our goal has always been to ensure that every interaction with Government is professional, friendly, and efficient. Through the Customer Service Framework and the S.A.F.E. Service Standards, we are working to build a culture of service where everyone feels Secure, Attended to, Friendly, and Efficiently served.

To my fellow public officers, I want to take this opportunity to thank you for your commitment throughout the year. As we approach the end of 2025, I encourage you to finish strong. Let us not become complacent, but remain consistent in our efforts to deliver the best possible service. Each conversation, transaction, and act of assistance is a chance to make a positive difference.

Together, let us continue to strengthen trust and pride in public service. Thank you for your ongoing dedication and for helping us move closer to our vision of service excellence across the Virgin Islands.

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

WE ARE WAITING FOR YOU!

JOIN US AT THE RECORDS MANAGEMENT CENTRE TO ENHANCE YOUR KNOWLEDGE AND PRACTICAL SKILLS IN RECORDS MANAGEMENT WHILE GAINING LEARNING HOURS.

- **FILE MAINTENANCE**
- **DIGITISATION PROCESSES**
- **FILE RETENTION & MORE!**



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CONTACT US FOR MORE INFO!

☎ EXT. 2231 ✉ RMC@GOV.VG

YOUR FEEDBACK IN ACTION

Shaping Service Excellence Across Government

Your feedback continues to shape the way we deliver service across the Public Service.

During the 3rd Quarter, customers across government shared their experiences through the Rate Us platform, the Customer Service Care Centre (CSCC), and the BVI Gov Report It app. Together, this feedback paints a clear picture of dedication, professionalism, and opportunities for growth.

Highlights and Key Achievements:

Engagement is on the rise! We received 270 Rate Us responses, with 246 satisfactory and 24 unsatisfactory, a 40 % increase from last quarter.



CUSTOMER SERVICE CARE CENTRE

Our team stayed busy supporting thousands through multiple channels:

- 📞 21,564 calls handled
- 📅 5,821 appointments booked
- 💬 2,400+ digital & walk-in interactions

Meanwhile, the BVI Gov Report It app logged 16 new matters (7 resolved, 9 in progress), reflecting quicker resolutions through direct Care Centre support.

As we move into the next quarter, we remain committed to listening, learning, and improving — together building a culture of service excellence across government that every resident and visitor can feel proud of.

*Keep sharing your experiences
Your Voice Matters!*

DEPARTMENTAL INSIGHTS: Measuring What Matters

Rate Us feedback came from 17 departments, providing valuable insight into customer experiences. Among the standout performers were:

- **Department of Labour and Workforce Development**
- **Civil Registry and Passport Office**
- **Magistracy**
- **Ministry of Financial Services, Economic Development and Digital Transformation**
- **Ministry of Environment, Natural Resources and Climate Change**

Departments such as HM Customs and Elections showed a mix of positive and negative responses, identifying valuable opportunities to refocus on empathy, clarity, and service consistency.

How Did We Serve You?

Express Pods Customer Experience Data



Summary



Well done!

Your **CSAT** has grown by **0.9 points**. Keep up the good work!



11.1%

367



7.3%

243



7.3%

242



9.2%

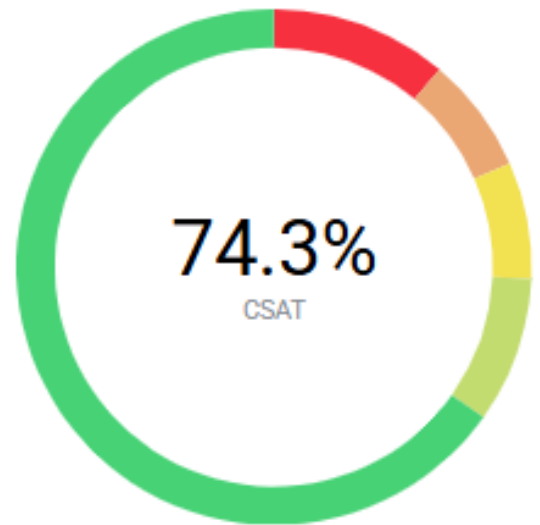
307



65.1%

2,161

3,320



Across the wider Public Service,
the Customer Satisfaction (CSAT) score reached 74.3 %,
based on feedback from 3,320 customers;
nearly 1,000 more than last quarter.

This steady increase shows that more customers are
sharing their voices and trusting that their feedback
matters.

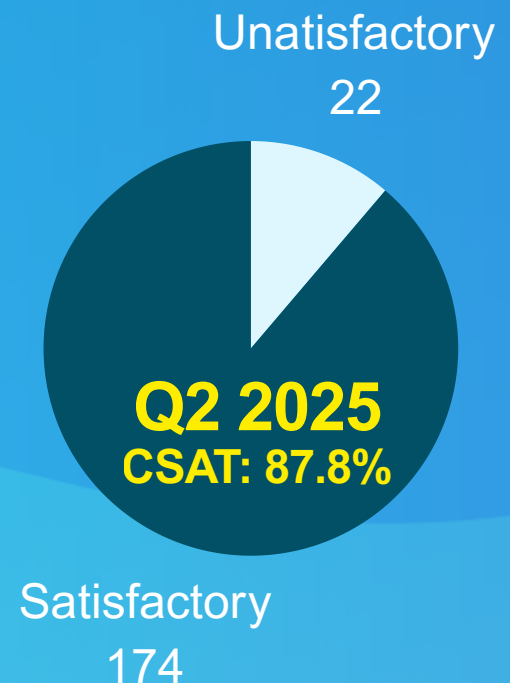
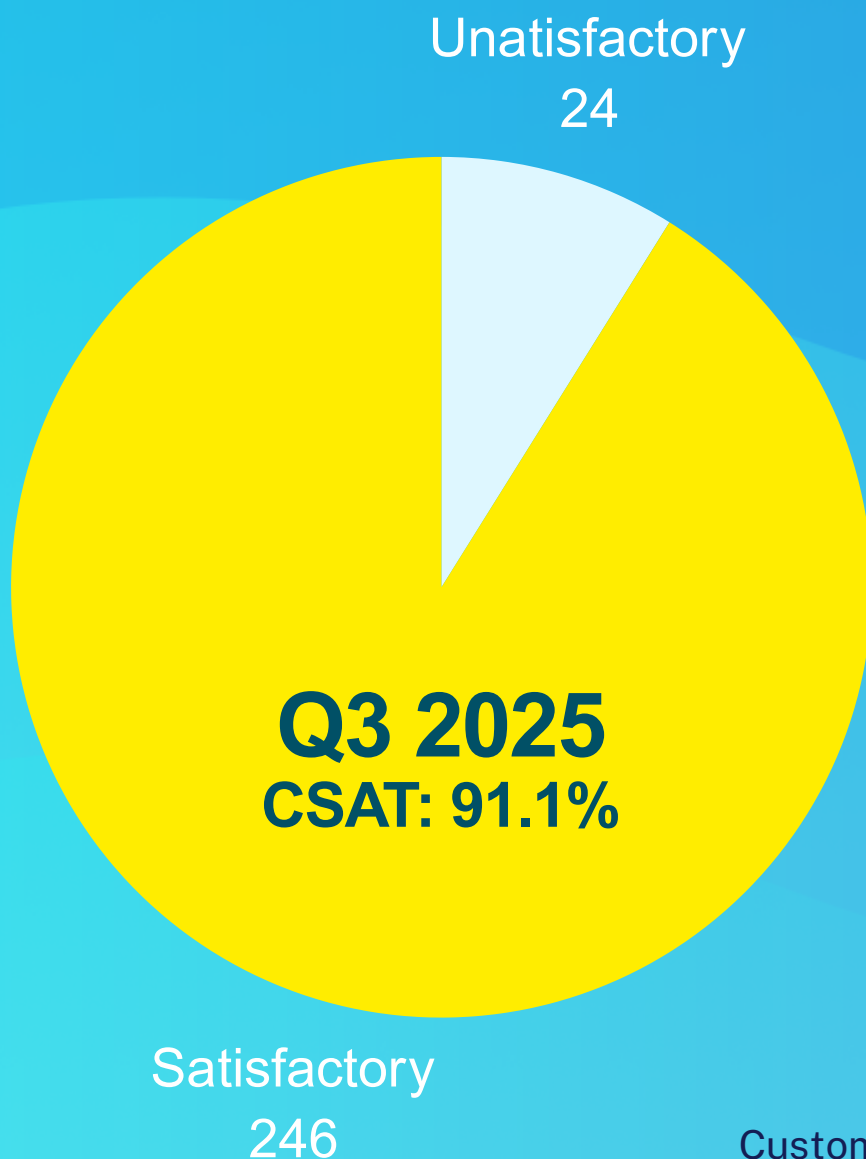
The Express Pods provide feedback that is
uploaded in real-time to a central online
dashboard for analysis, which allows us to
understand how various factors affect
service levels.



Was Your Experience Satisfactory?

Rate Us Overall Customer Experience Data for Q3

OVERALL
CSAT
91.2%
Customer Satisfaction Score



“Engagement grew by over 40% — more customers are sharing their experiences.”

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%

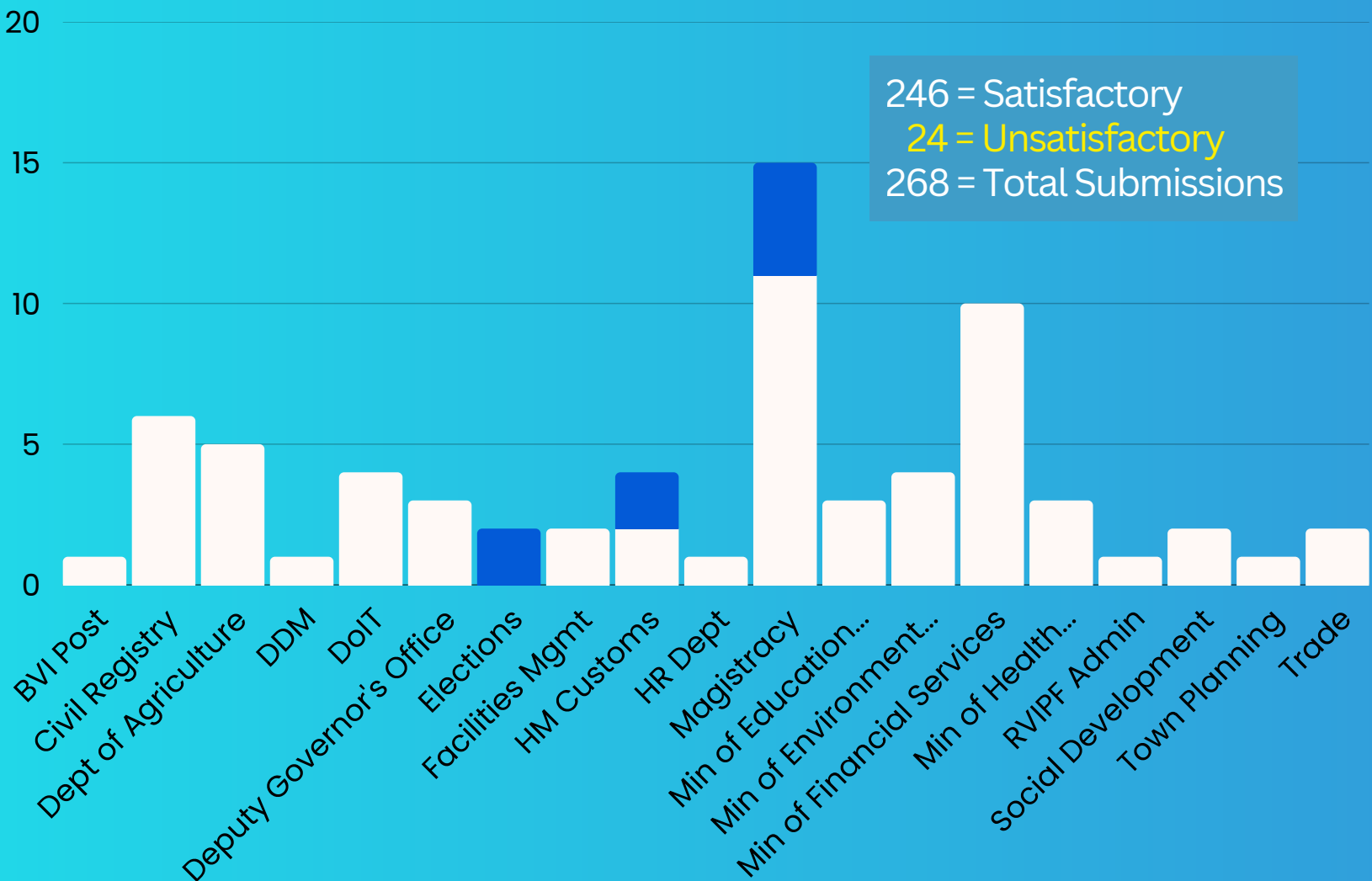
GOOD
70 - 90%

EXCELLENT
90 - 100%

Was your Experience Satisfactory?

Rate Us Customer Experience Data
Q3: JULY – SEPTEMBER

● Satisfactory ● Unsatisfactory



We're turning **your insights** into concrete **actions** and using your **feedback** to drive **improvement**:

- Reducing call transfers to shorten resolution times
- Boosting first-contact resolution so more queries are completed in one interaction
- Targeted training in empathy, clarity and service recovery
- Recognising top performers and sharing best practices
- Tracking and publishing progress so you see how your input drives change

Departments with fewer submissions will receive additional support to boost participation in the "Rate Us" platform so that every customer has a voice.

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

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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 send it via email to krubaine@gov.vg. 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, Friendliness is more than a standard, it is the spirit that shapes every interaction we have with you, our valued customer. It is through genuine warmth, compassion, and respect that we build lasting connections and create an environment where you feel welcome, supported, and safe.

We know that seeking assistance from the Public Service can sometimes feel overwhelming. That is why we place a high priority on ensuring that each interaction is not only efficient and informative but also marked by kindness, patience, and humanity. Your comfort and confidence matter as much as the answers we provide. We continue to witness a steady rise in the number of customers who choose to engage with us in person, and we embrace this as a powerful testament to the trust you place in our service. This trust inspires us to go beyond transactions, to create meaningful moments where you feel valued, respected, and truly cared for.

Friendliness is not about formality alone, it is about authenticity. Our S.A.F.E. Service Standards remind us daily that safety, authenticity, friendliness, and efficiency are inseparable. When friendliness is present, barriers are lowered, communication flows with ease, and solutions are found more readily. It transforms challenges into opportunities for growth and complaints into gateways for improvement. At the Centre, we see every customer as more than a case or a number, you are a person with needs, concerns, and aspirations. When we meet those needs with friendliness, we uphold dignity, foster trust, and strengthen the bridge between you and the Public Service.

Thank you for allowing us the privilege to serve you with open hearts and sincere smiles. Our commitment is to make every interaction one that leaves you not only satisfied but uplifted. Together, through service anchored in friendliness, we are building a Public Service that is modern, compassionate, and people-centered.



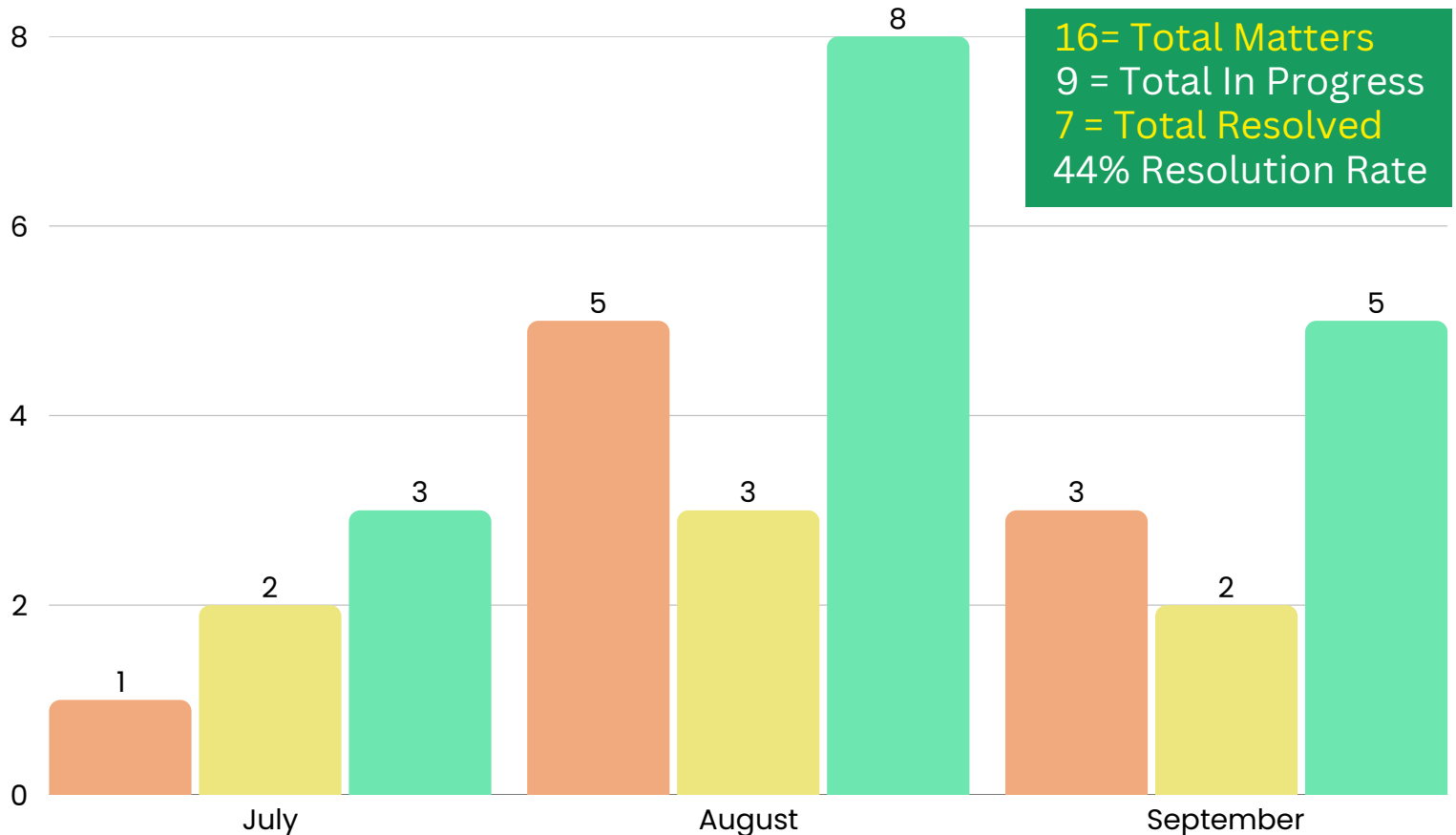
With genuine appreciation and pride,

Ms. Abbarah Brown
Customer Service Manager

Let's Work Together! BVI Gov Report It!



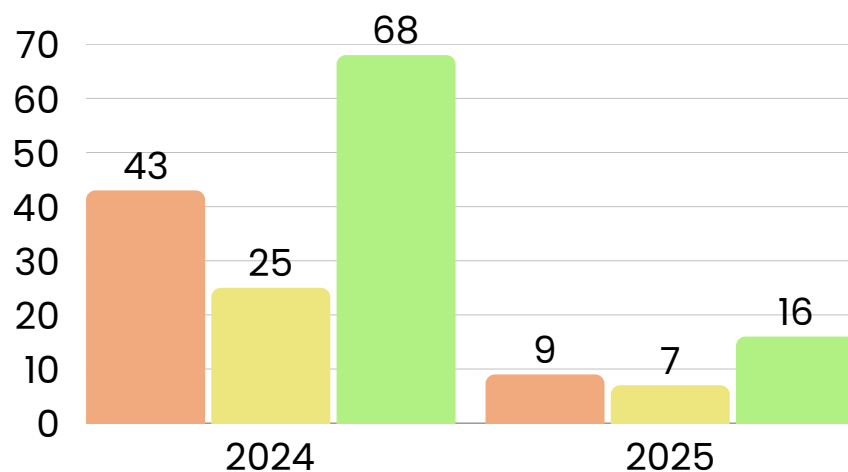
● In Progress ● Resolved ● Total



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 Q3 2024

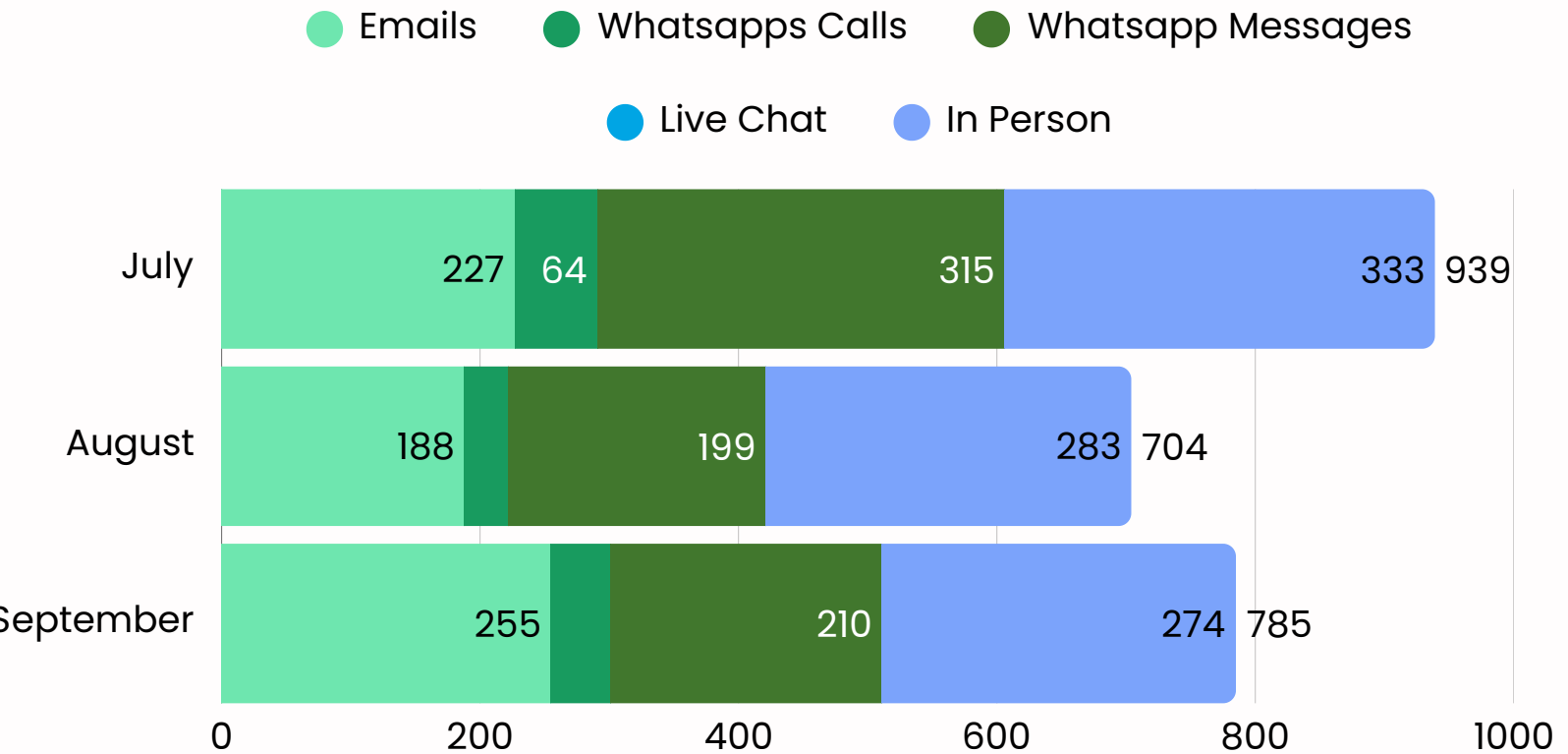
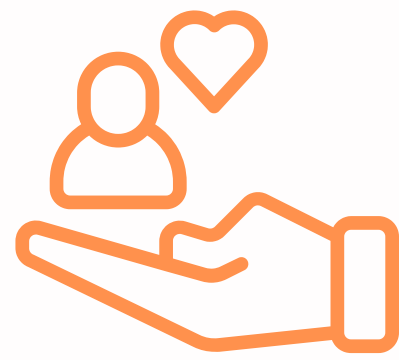
● In Progress ● Resolved ● Total Matters



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

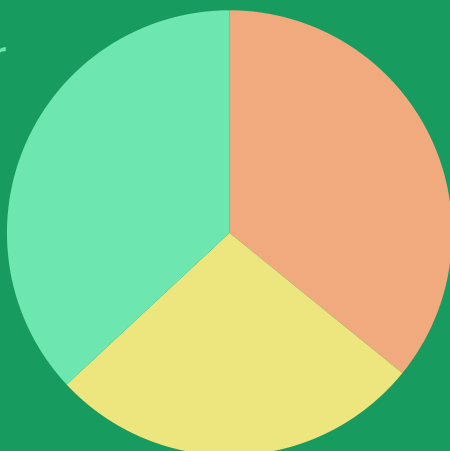
We Love The Interaction!

Direct Contact



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

September
2150



July
2087

August
1584

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

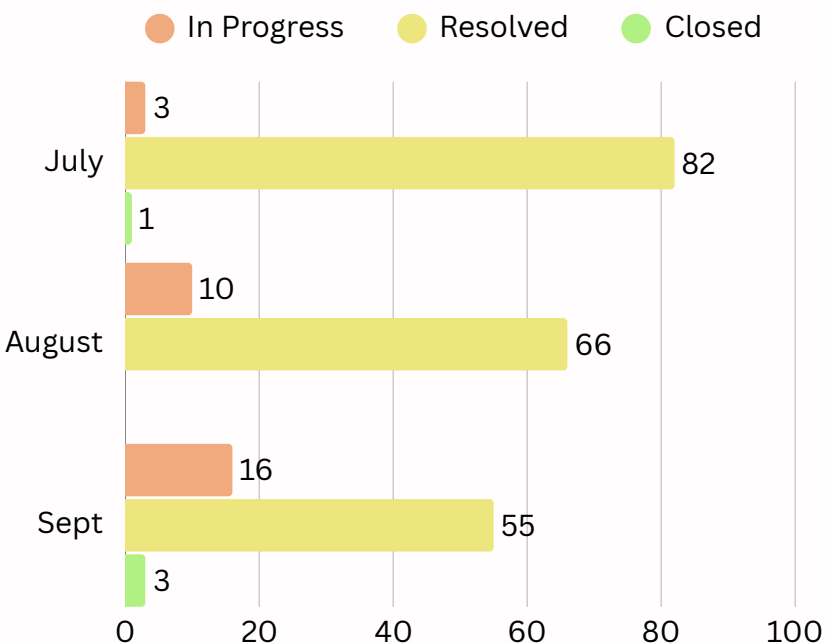
Call us at 468-3701 or visit appointments.gov.vg

of Appointments made

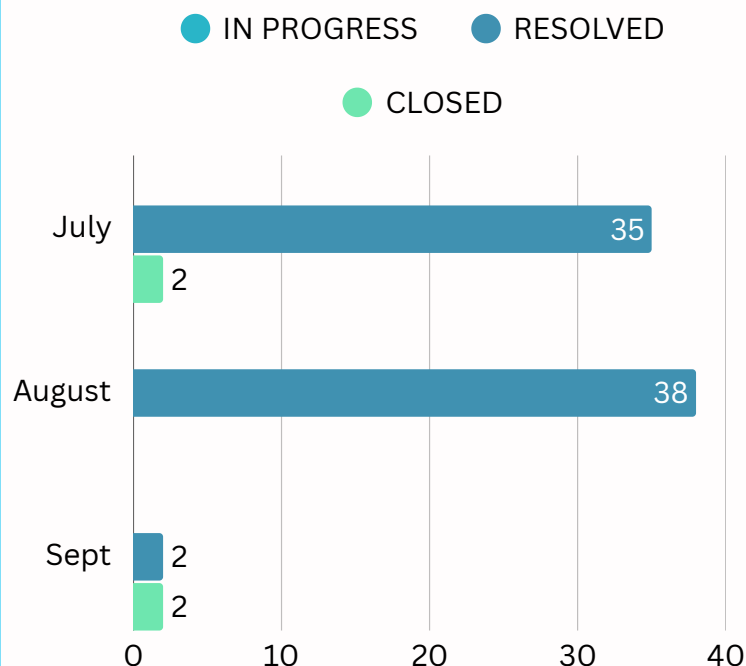
Our Customer Service Care Centre Cares About You!



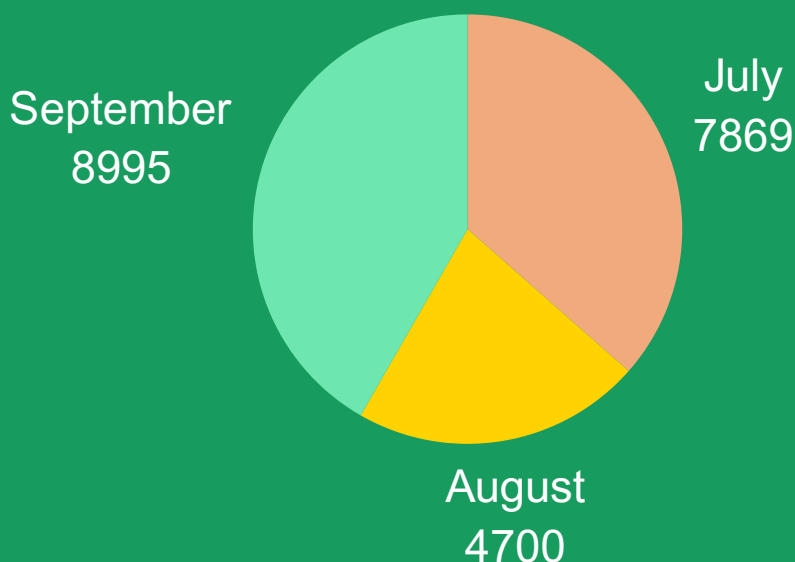
Customer Inquiries



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:

July - 52

August - 31

September - 60

An average of about 48 calls per specialists per day over the 3 month period.



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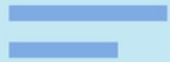


Evolution | Innovation | Transformation
Building a World-Class Public Service

Recently visited a
Government Department?

How Did We
Serve You?

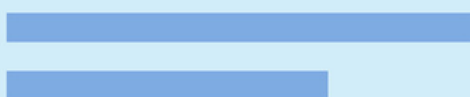
Let Us Know!



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?

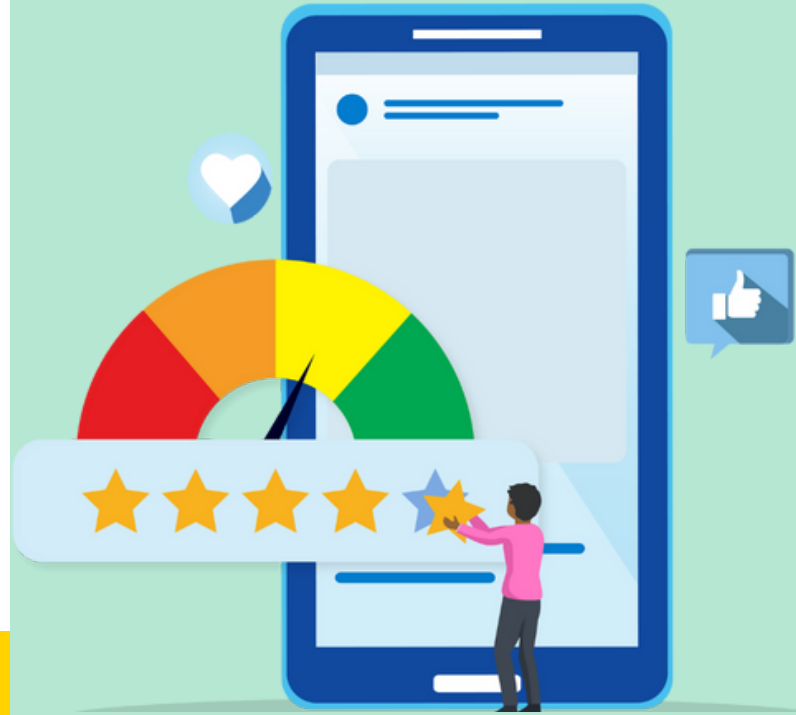
“Rate Us” is the Government of the Virgin Islands’ official customer feedback platform. It’s designed to make it easy for the public — citizens, residents, and visitors — to rate and share their experiences with various government departments and services.

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



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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



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Office of the Deputy Governor



AUGUST 2025

CUSTOMER SERVICE TIPS

to be an exemplary public officer

Consistency is Key

Provide consistent service regardless of the client's status. Treating high-ranking individuals with priority over regular citizens can create perceptions of bias and inequality. By maintaining consistent service standards, you demonstrate a commitment to impartiality and integrity, which are essential for fostering a positive and trustworthy public service environment.



Ms. Kedimone Rubaine
Director of Customer Service



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



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

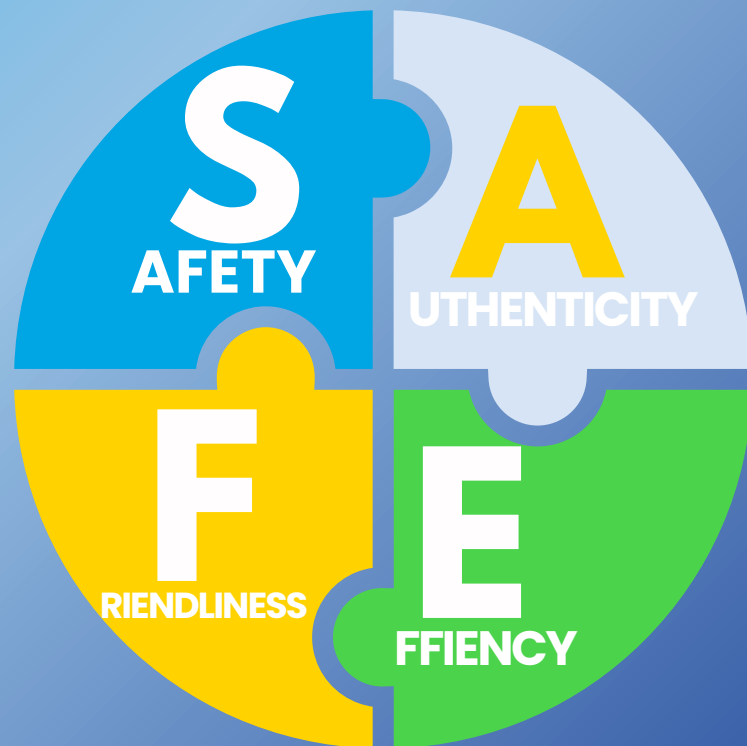


FRIENDLINESS

Friendliness means creating a warm and welcoming experience for everyone we serve. It's about showing respect, courtesy, and kindness — no matter who the customer is or how they contact us.

Being **friendly** doesn't just mean smiling; it means using a positive tone, listening with patience, and treating every interaction as an opportunity to build trust and partnership. Whether in person, on the phone, or online, customers should feel valued and appreciated.

In short, **Friendliness** is how we show that people come first in the Virgin Islands Public Service.



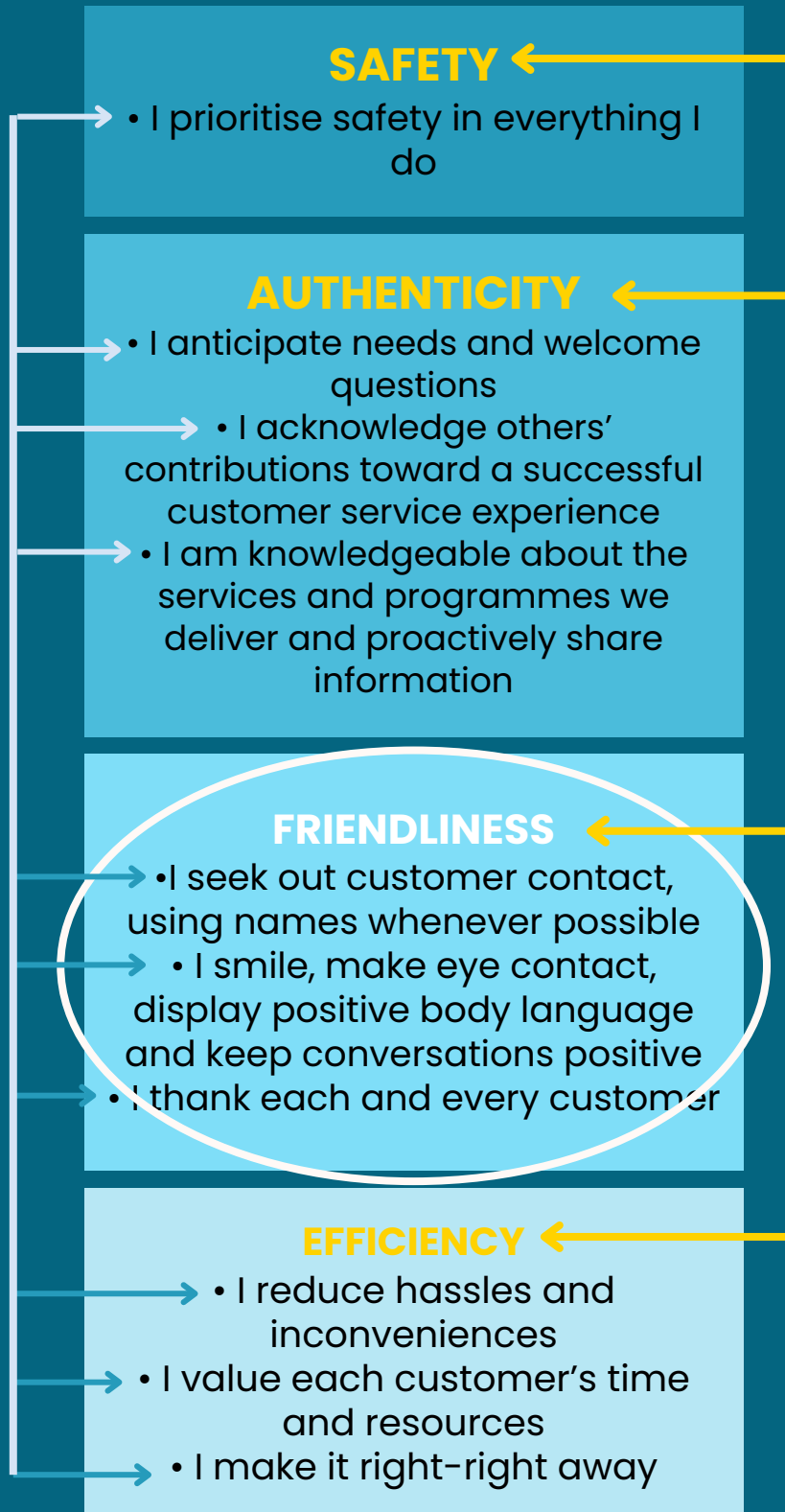
OUR CUSTOMER SERVICE STANDARDS & BEHAVIOURS

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.

SEPTEMBER 2025



CUSTOMER SERVICE TIPS

to be an exemplary public officer

Treat Others as You'd Like to Be Treated

Always aim deliver the same level of service to clients that you would expect to receive. This approach fosters empathy, fairness, and respect, ensuring that everyone feels valued and well-supported by your organisation.

Plus, you never know when you're going to be on the other side of the counter receiving service.



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!

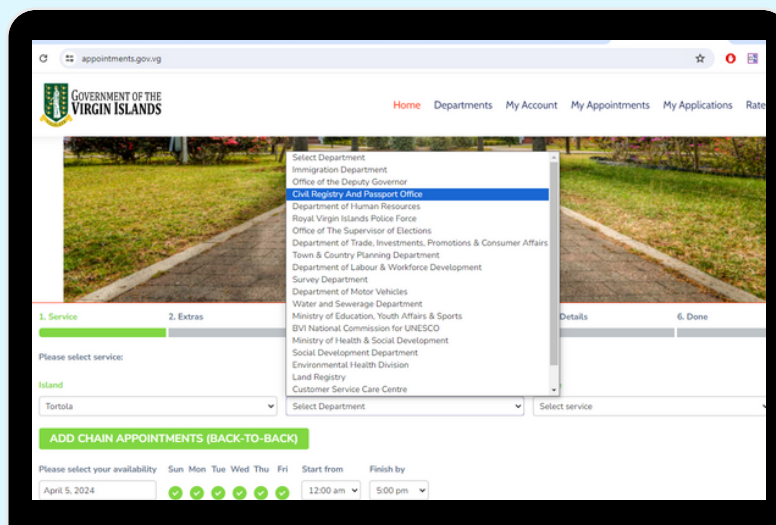


You can make an appointment with over 20 different Government Departments at **appointments.gov.vg**

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





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  [customerservicecarecentre](https://www.facebook.com/customerservicecarecentre)  [customerservicecarecentreBVI](https://www.instagram.com/customerservicecarecentreBVI)



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