

GOVERNMENT OF JAMAICA
SERVICE EXCELLENCE
AWARDS
2024



THEME: ELEVATING SERVICE – ABOVE AND BEYOND

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BACKGROUND

In 2023, the Public Sector Modernisation Division (PSMD) then a Division of the Office of the Cabinet launched the Government of Jamaica (GOJ) Service Excellence Awards.

This initiative is designed to celebrate and acknowledge the outstanding contributions of public sector entities and individuals who demonstrate excellence in customer service, both to internal stakeholders and the public.

By recognizing those who go above and beyond in their commitment to service, the awards aim to inspire a culture of excellence across the Jamaican public sector, ultimately enhancing the overall quality of service delivery to citizens.

Through this initiative, we seek to highlight best practices, foster innovation, and encourage a renewed dedication to service that benefits all Jamaicans.



ELIGIBILITY FOR ENTRY

- ✓ For Award **Categories 1 – 8** *all* Government of Jamaica Ministries, Departments, Agencies, Commissions of Parliament, and Public/Regulatory Bodies ***are eligible to submit entries.***

Award Category 9 is based ***solely on nomination***. The following are the guidelines governing this nomination process:

- ✓
 - Nomination is open to all GoJ Ministries, Departments, Agencies, Commission of Parliament and Public/Regulatory Bodies;
 - ***The Nominee must be the Head of the Entity.***
 - Nomination must be made by an employee of the entity and co-signed by at least one person from each unit/division within the entity.

- ✓ ***Award Category 10*** is open to all entities that applied for Categories 1 to 9. ***No applications are required for this category.*** The winner will be selected by the judges based on overall performance in the previous categories.

- ✓ ***Award Category 11*** is open only to those **entities actively implementing the GoJ Service Excellence Programme**. Nomination for this award must be submitted by the assigned Project Lead from the PSMD.



REGISTRATION STEPS

Government organizations are invited to register for the Service Excellence (Awards) Competition by completing the following steps:

- ☒ Visit mof.gov.jm
- ☒ Click *Service Excellence Month 2024*
- ☒ Click on *Service Excellence Awards*
- ☒ Complete the *Registration Form* and nominate your entity for Service Excellence Awards



THE AWARD FOR EQUITY & INCLUSION

This category recognizes entities that are committed to understanding their customers and developing strategies to meet their needs. It promotes equity and inclusion in the workplace by fostering initiatives that enhance representation and create an inclusive environment.

Eligible entities will have advanced initiatives and systems to engage vulnerable and hard-to-reach groups, such as youth, children, the elderly, rural residents, individuals with low literacy, the homeless, the technologically excluded, and persons with disabilities. This includes using surveys, analytics, feedback, and customer segmentation tools.

Entities must demonstrate targeted strategies for different customer segments and show how these practices have improved service delivery.

EVALUATION CRITERIA

1. Active promotion of equity and inclusion among internal and external customers. **(20 marks)**
2. Implementation of initiative/project within the last three (3) years demonstrating equity and inclusion. **(20 marks)**
3. Customer segmentation **(30 marks)**
4. The physical infrastructure that accommodates and supports vulnerable and hard-to-reach groups. **(30 marks)**



THE AWARD FOR CUSTOMER ENGAGEMENT

This award categories recognizes entities that have shown exceptional commitment to building strong and lasting relationships with their customers. Eligible entities should be using creative tools and techniques to inform and engage customers effectively.

They must be implementing innovative methods to create multiple channels for feedback and engagement, making services more accessible. Additionally, entities should demonstrate how they use insights gained from customer interactions to improve decision-making and enhance service delivery.

EVALUATION CRITERIA

1. Customer engagement strategy or approach that includes digital and innovative tools. **(50 marks)**
2. Positive impact of customer engagement strategy on service delivery. **(40 marks)**
3. Supporting documents such as strategy documents, customer testimonials, social media analytics, etc. **(10 marks)**



THE AWARD FOR PUBLIC EDUCATION & COMMUNICATION

Entities that demonstrate excellence in proactively communicating and educating their customers and the public about their services are eligible for this category of awards. This includes sharing accurate and up-to-date information through various channels, such as traditional and social media, community outreach, and events. It honours those who effectively use communication to promote understanding, raise awareness, and enhance service utilization.

EVALUATION CRITERIA

1. Varying modalities of communication are used. **(30 marks)**
2. Positive reach and impact of public education and communication initiatives. **(30 marks)**
3. Accessibility of information to all customer groups, including vulnerable and hard-to-reach groups. **(30 marks)**
4. Evidence of public education and communication to customers. **(10 marks)**



SERVICE EXCELLENCE AWARD FOR WEBSITE OF THE YEAR

This award category recognizes entities that have successfully enhanced their websites to better meet the needs of their customers through a content-driven approach. These entities have strengthened their relationships with the public by creating modern, mobile-friendly websites that offer significant improvements in accessibility, particularly for members of the disabled community. This includes advancements such as streamlined website navigation, improved content quality, and expanded self-service options that reduce the need for phone calls or in-office visits. Additionally, the award honours entities that have effectively incorporated the *Government of Jamaica's Web and Digital Media Standards* into their online presence.

EVALUATION CRITERIA

1. Functionality of website. (responsiveness, loading speed and ease of use) **(40 marks)**
2. Elements of selected GoJ Web and Digital Media Standards must be present. **(15 marks)**
3. User experience (navigation, layout, level of service automation, overall usability). **(45 marks)**



SERVICE EXCELLENCE AWARD FOR CUSTOMER EXPERIENCE

Entities that are improving the end-to-end experience for customers and have demonstrated an exceptional record of handling and managing customer concerns & complaints are eligible for this award. These entities should have systems in place to effectively assess and measure customer satisfaction. Improvements in customer experience must be evident.

EVALUATION CRITERIA

1. Customer experience strategy, including the presence of a customer charter and a complaints management system. **(40 marks)**
2. Recent improvements or enhancements to customer experience. **(20 marks)**
3. Evidence/data of effectiveness of customer experience initiative/s. **(30 marks)**
4. Positive customer testimonials, feedback and reviews. **(10 marks)**



SERVICE EXCELLENCE AWARD FOR DIGITAL INNOVATION

Entities that are committed to delivering impressive outcomes through the strategic use of digital tools and tactics are eligible for this award. It recognizes entities leading a profound digital shift in how the public is served by transitioning from outdated tech or in-person interaction to modern digital technologies.

EVALUATION CRITERIA

- 1.Evidence of digital transformation. **(40 marks)**
- 2.Empirical evidence showing how the incorporation of digital tools and tactics has positively impacted service delivery. **(30 marks)**
- 3.Use of innovation to improve service quality or operational efficiency. **(30 marks)**



SERVICE EXCELLENCE AWARD FOR OPERATIONAL EXCELLENCE

This Award category recognises entities that have prioritised service excellence as the core of their entity structure and is incorporated in their mission, vision, values, corporate and operational plans, as well as the roles and responsibilities of employees. The entities must establish clearly documented service standards that are aligned with customers' needs, and supported by defined accountability and control systems.

EVALUATION CRITERIA

1. Clearly defined and communicated service standards. **(20 marks)**
2. Mission, vision, and core values embody service excellence. **(10 marks)**
3. Alignment of employee roles and responsibilities to service excellence. **(20 marks)**
4. Mission, vision, and values are communicated to internal and external customers. **(10 marks)**
5. Alignment of strategic, operational, and individual work plans to service excellence. **(20 marks)**
6. Accountability and control systems to support compliance with service standards. **(20 marks)**



SERVICE EXCELLENCE AWARD FOR DEVELOPING CAPACITY FOR EXCELLENCE

This award category recognises entities that have established initiatives that are aimed at increasing efficiency, retaining employees, and supporting a modern workforce. Entities which are models in public sector efficiency are eligible to compete for this category of awards. Whether it's reducing customer service inquiries, streamlining labour-intensive processes, improving compliance, or saving resources, entities which are eligible for this award are using technology to operate better, faster, and leaner

EVALUATION CRITERIA

1. Training and development policy or related document. **(20 marks)**
2. Strategies for retaining employees and fostering a positive work environment. **(20 marks)**
3. Modern workforce supported by training and technology. **(20 marks)**
4. Evidence of process improvement. **(20 marks)**
5. Evidence of capacity-building initiatives within the last three years that resulted in significant enhancements in service delivery and improved efficiency. **(20 marks)**



SERVICE EXCELLENCE AWARD FOR LEADERSHIP EXCELLENCE

This award will be given to a Head of Entity who has served as an active champion for the development of a culture of service excellence across the organisation. This leader embodies an approach that is empowering, inspirational, and accountable. He or she fosters an environment of collaboration and teamwork. This leader would have promoted and encouraged a service excellence culture among employees by recognizing and rewarding excellent performance. The leader would have also advanced and promoted initiatives that improved the quality and accessibility of government services.

EVALUATION CRITERIA

- 1.Implementation of at least three (3) initiatives, practices, or changes that exemplify service excellence. **(40 marks)**
- 2.Evidence of inspiring and motivating employees towards service excellence (e.g., a rewards and recognition programme, staff engagement, etc.). **(30 marks)**
- 3.An example of fostering collaboration across units/divisions to achieve service excellence. **(30 marks)**



THE GOVERNMENT OF JAMAICA SERVICE EXCELLENCE AWARD

The Government of Jamaica Service Excellence Award is given to the entity that has demonstrated excellence across all nine award categories and has averaged the highest score across award categories. This award seeks to recognise an entity that is making deliberate and proactive efforts towards becoming a more citizen- centric and service excellence entity.



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