SERVICE EXCELLENCE AWARDS CATEGORIES AND CRITERIA

The Service Excellence Awards seek to recognise organizations that have demonstrated a strong commitment to the promotion and implementation of improvements in key service delivery areas. Ministries, Departments and Agencies (MDAs) will therefore be awarded and recognized for making noticeable changes and improvements in their organizational systems, processes, and people engagement to deliver enhanced services to their customers.

Eligibility
All Ministries, Departments and Agencies (MDAs) are eligible for participation.

Nominations
MDAs may nominate themselves using the attached nomination form and in keeping with the categories and criteria outlined in this document.

Organizations may nominate themselves for multiple categories, however, each new category for submission must be completed on a separate nomination form.

All applicable details on the nomination form must be completed, for the nomination to be accepted and submissions made to psmdcommunications@cabinet.gov.jm with the subject " Service Excellence Awards".

Nominations open on August 28 and will close on October 2

Judging
A panel of judges comprising, public sector, private sector and civil society will review the nomination forms with the intent to create a top three list in each category, indicating first, second and third place.

Where applicable, Judges may request to do a site visit of a location named or pictured as part of an MDAs submission.

Each category carries a maximum score of 100.

SERVICE EXCELLENCE AWARDS CATEGORIES AND CRITERIA

Customer Engagement Award

For an organization's creative use of digital tools to inform and engage

This award recognizes organizations that use innovative tools to expand customer engagement and remove barriers to accessing services, finding creative ways to inform and engage underrepresented groups, and/or turn customer feedback into useful insights, better decision-making, and measurable impact.

What to Highlight

- Overview of the approach to customer engagement and how it differs from previous approaches,
- Innovative ideas that helped to distribute messages or foster engagement through digital channels,
- Metrics of success (budgetary goals, engagement rates, increased customer satisfaction/trust, increased reach, reduced cost, reduced time to outcome, etc.)
- Outcomes of engagement efforts and impact on customer satisfaction

Digital Innovation and Modernization Award

For organizations delivering impressive outcomes through the strategic use of digital tools and tactics

This award recognizes organizations leading a profound digital shift in how the public is served by transitioning from outdated tech or in-person interaction to modern digital technologies.

What to Highlight

- A snapshot of how things operated before the digital improvements were made,
- The new solutions that were implemented and what inefficiencies they solved,
- Interesting, important, or inventive aspects of the improvements,
- Metrics of success demonstrating how the digital improvements directly impacted the organization's mission and constituents.

SERVICE EXCELLENCE AWARDS CATEGORIES AND CRITERIA

The Customer Experience Award

For organizations improving the end-to-end experience for constituents

This award recognizes organizations that improved public service to enhance the constituent experience. This could include moving key services online, providing greater transparency into requests and their status, and/or adopting a new and innovative approach to communicating services to residents.

What to Highlight

- Describe the new or enhanced digital services/experiences, why they were launched, and what went into their development,
- How customers interact with these services, including any promotion done to drive awareness and adoption,
- Metrics of success demonstrating how those outcomes are helping to meet high-level objectives and organizational goals.

The Operational Excellence Award

For organizational initiatives to increase efficiency, retain employees, and support a modern workforce

This award is for organizations serving as models in public sector efficiency. Whether it's reducing customer service inquiries, streamlining labour-intensive processes, improving compliance, or saving resources, these organizations are using technology to operate better, faster, and leaner.

What to Highlight

- Background on the previous, less efficient process or method,
- The improvements that were made,
- How and why the solutions were selected and implemented,
- Metrics of success demonstrating how the improvements have resulted in greater efficiency.

SERVICE EXCELLENCE AWARDS CATEGORIES AND CRITERIA

The Website of the Year Award (Adaptability and Accessibility)

Government organizations that enhanced their website to meet the needs of customers. This award goes to organizations that used a data-driven approach to strengthen the relationship between their organization and their customers through a modern, mobile-friendly website with enhancements such as greater accessibility for members of the disabled community, better website navigation, improved content, or increased self-service to eliminate the need for phone calls or in-office visits, and incorporation of the GOJ web and digital media standards.

What to Highlight
- Overview of customers' needs, supported by website data
- How the new website was designed to meet those needs
- Overview of the accessibility functions that have been added
- Overview of the web and digital standards that have been adopted
- Metrics of success demonstrating the impact of the enhancements

The Public Education and Communication Award

Recognises organizations that demonstrate excellence in proactively communicating and sharing information about their services with customers and the wider public. This includes information sharing through multiple modalities (traditional and new media, community outreach, social and health fairs etc.)

What to Highlight
- Places and spaces where information is readily available, justification for the selection of modalities and target population for each
- Results of public education campaigns relating to increased uptake of the service and/or greater public awareness of service offerings
- Use of appropriate messaging to reach a wide audience; considerations around customer segmentation and targeting
- How communication and information shared is relevant, in keeping with services and modalities currently offered by the organization

SERVICE EXCELLENCE AWARDS CATEGORIES AND CRITERIA

The Diversity, Equity and Inclusion Award

Recognises organisations that have demonstrated a commitment to promoting diversity, equity, and inclusion in the workplace, such as developing or leading initiatives to increase representation/ creating an inclusive environment.

What to Highlight
- Steps taken to train and develop staff sensitive to the needs of persons with disabilities and other vulnerable groups.
- Infrastructure enhancements/improvements to buildings that benefit persons with special needs.
- Evidence of how customers with special needs have been consulted, included, or considered in the design and redesign of services offered

Service Excellence Awards Nomination Form

Name of Entity	
Address	
Contact Person	
Contact Number and Email Address	
Category	

Nominations open on August 28 and will close on October 2, 2023

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Service Excellence Awards Nomination Form

Name of Entity:

Justification for selected category as per the criteria:

NB. Video and Photo entries should be shared via WeTransfer

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