



Office of the Provost

SERVICE PRINCIPLES

UVI Mission: UVI is learner-centered, dedicated to the success of its students, and committed to enhancing the lives of the people of the U.S. Virgin Islands and the wider Caribbean through excellent teaching, innovative research and responsive community service.

Rationale for Initiative: The University aims to operationalize its mission statement, and bring its approach to service in line with proven practices. It is hoped that this effort, with clear and measurable goals, will encourage more students to choose and remain at UVI, encourage more faculty and staff to continue their professional lives at UVI, and make UVI a more inviting place to be. This initiative comes in response to various complaints and observations of students, staff and visitors. In the face of declining student enrollment, and declining budgets which impact recruitment and retention of faculty and staff, UVI can no longer afford to operate as it has in the past. There are many things over which we have little control. However, we have great control over the environment at UVI, through attention to service, attention to interpersonal interactions, and attention to the environment. It has become even more important to focus on creating a service culture that will be welcoming of all who visit, attend or work at the University.

Goal: To transform the environment of UVI to a service-oriented culture where each person delivers high quality, friendly, customer-focused service that is always more than expected or necessary. Each employee will manifest a positive and helpful attitude, especially to our students, but also to everyone that requires attention. UVI will become the model organization and leader in the Territory in the area of customer service through the transformation of our service culture.

Service Ground Rules (Applicable to internal and external customers):

1. Always acknowledge persons when they enter a room. If they cannot be attended to immediately, then let them know this is the case, and apologize for the wait.
2. Greet persons with: Is there something you need assistance with? How can I be of assistance? (Or an equivalent query.)
3. At the end of an interaction, ask if the issue was resolved to their satisfaction/understanding, and ask if assistance is needed with any other matter(s).
4. Answer or acknowledge all email correspondences within three business days. If you will be out of the office, have an automated reply with an alternative means for information. Upon return, acknowledge all email correspondences within three business days. If the matter cannot be resolved immediately, indicate a date by which follow up will be rendered.
5. Answer the telephone indicating your name, department, University of the Virgin Islands.
6. Each faculty will have office hours posted on their office doors, and available online. Administrative assistants in each area will be provided with the office hours. These office hours should be adhered to.



Office of the Provost

7. In each area, there must be a “*Did we Wow You*” box, with adequate supply of paper, pens and pencils. Notes should have a place for: date; name of employee; type of service; in what ways did this impress or disappoint the customer? All customers should be encouraged to comment.

Implementation Strategies:

1. Each component is tasked with the implementation of strategies germane to the component.
2. A University wide electronic comments address is implemented: wow@uvi.edu. This is a means by which persons can applaud an employee or share a concern. These messages will be relayed to the pertinent manager.
2. Component heads will be responsible for addressing concerns received through this medium and document steps taken to address issues.
3. Rewards based on service will be designed. These may include: Service Employee of the Month; recognition on digital signage; etc. Other small awards may be presented each month based on positive comments received.
4. Each Cabinet member will be responsible for ensuring that the above ground rules are embraced and implemented within his/her component.
5. A customer service campaign and training will be developed and implemented on a consistent basis.

Proposed WOW rewards:

The overarching reward will be evident in having a service-oriented atmosphere throughout UVI. In addition, for those employees who stand out in this effort, the following is proposed.

Each area will determine how many employees will be recognized each quarter for exemplary display of customer service. All employees are eligible, including full time, part time, faculty, staff, and student workers. Rewards will be determined by each area, but could include:

- time off
- gift certificate
- cash prizes

Each employee is only eligible for the prize once per year

Nominations will be garnered as follows:

- Commendations placed in the WOW Suggestion Box
- Internal nominations from others in the unit
- Commendations sent to WOW@uvi.edu
- Commendations sent through the myCampus dropbox

It is recommended that everyone have an email signature directing users to send comments to WOW or through the myCampus dropbox.



Office of the Provost

The following criteria can be used for nominations and recognition of exceptional customer service:

- ❖ **Exceptional customer service (REQUIRED)**
- ❖ Improving safety in the workplace
- ❖ Exemplifying the University's values
- ❖ Identifying a process improvement
- ❖ Positive attitude
- ❖ Initiative to get the job done
- ❖ Going the Extra Mile
- ❖ Leadership
- ❖ Commitment
- ❖ Flexibility
- ❖ Going above and beyond to assist a fellow employee

Contributing outstanding effort to a one time project