



MINISTRY OF CIVIL SERVICE AFFAIRS  
AND ADMINISTRATIVE REFORMS  
MAURITIUS

01 July 2004

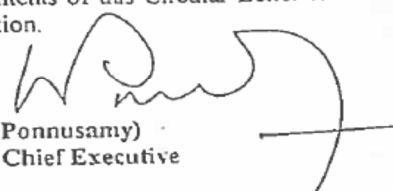
Ministry of Civil Service Affairs and Administrative Reforms  
Circular letter No 36 of 2004  
E/60/28/18

From: Senior Chief Executive, Ministry of Civil Service Affairs and Administrative Reforms  
To: Supervising Officers in charge of Ministries/Departments

Excellent Customer Service Award Scheme in the Public Service - 2004

Please refer to this Ministry's Circular Letter No. 21 dated 21 April 2004 regarding the Excellent Customer Service Award Scheme in the Public Service.

2. As you are aware, in the context of reforms initiatives, the Scheme is being renewed this year, in collaboration with the Mauritian Quality Institute, with a view to giving due recognition to the achievements of Ministries and Departments in providing effective customer service through services provided to the public and to enhance the promotion of a quality culture and a customer-oriented approach in the Public Service.
3. The details regarding the Scheme are provided in the guidelines at Appendix A.
4. The Mauritian Quality Institute will conduct a briefing session in mid July with prospective participants to guide them on the methodology to be adopted for the writing of the self-assessment report and other aspects of the Award. Ministries and Departments will be informed thereof accordingly.
5. It would be appreciated if entries in respect of your Ministry/Department could be made on the participation Form at Appendix B of this circular and submitted to the Administrative Reforms Unit of this Ministry by 31 July 2004.
6. It would also be appreciated if you could bring the contents of this Circular Letter to the different Departments/Divisions/Sections/Units of your organisation.

  
(K. Ponnusamy)  
Senior Chief Executive

Copy to:  
Secretary to Cabinet and Head of the Civil Service

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Administrative Reforms Unit, 7<sup>th</sup> Floor, New Government Centre, Port Louis.  
Tel. (230) 201 1434, (230) 201 3485 - Fax (230) 212 9528 E-mail: [mcsa-aruj@mail.gov.mu](mailto:mcsa-aruj@mail.gov.mu)

## APPENDIX A

### EXCELLENT CUSTOMER SERVICE AWARD SCHEME IN THE PUBLIC SERVICE - 2004

#### **1. Introduction**

In the context of Administrative Reforms, several initiatives are being adopted in order to improve customer satisfaction through the provision of timely and effective services. The primary aim of the award is to recognize the achievement of Ministries/Departments in providing effective customer service and to further promote a customer-focused culture in the Public Service.

The scheme was launched in July last year and it met with resounding success. The Ministry of Civil Service Affairs and Administrative Reforms, in collaboration with the Mauritian Quality Institute, is renewing the Excellent Customer Service Award this year to promote and sustain the momentum of providing good customer service in the Public Service. Such awards will encourage Ministries and Departments to provide quality, efficient and cost-effective customer services. These awards would be given to Ministries and Departments which have undertaken improvement efforts and have excelled in customer service. All Ministries and Departments, irrespective of their staff size and nature of services, can compete for the Award.

There will be specific Awards for the Police Department and the Health Sector to recognize improvements in the two most visible departments in the public eyes.

#### **2. Objective of the Awards**

- To promote a quality service and customer-focused culture in the Public Service
- To publicize and recognize the achievements of Ministries/Departments in the pursuit of excellent customer service
- To provide a high level of public recognition and support for public sector institutions to improve performance
- To further motivate Ministries/Departments and their staff to strive for continuous improvements in serving the community
- To foster healthy competition leading to the improvement of the quality of service rendered by public sector organisations.

#### **3. Assessment Criteria**

The assessment criteria for the awards will be based on the three main areas of Quality, Efficiency and Cost Effectiveness focusing on key indicators/attributes pertaining to customer focus, leadership and team spirit, process management, system improvement, innovation and application of information technology, productivity and the effective use of resources. All entries will be assessed according to the following detailed criteria:

Details of Assessment Criteria

Selection Criteria	Examples of Indicators	Weightage per Sub-Criteria	Weightage as per Self-Assessment
A) Quality	Customer focus and Leadership and team spirit Total weightage: 300%		
	(i) Customer focus (200 %)		
	<ul style="list-style-type: none"> <li>• Facilities for customers (Proper notice boards/ directional signs, enquiry counters, clean and well-ventilated waiting area, suggestion box, counter opening at specified times and availability of appropriate forms, guidelines/pamphlets regarding service).</li> </ul>	40%	
	<ul style="list-style-type: none"> <li>• Effective system to understand customers expectations and to obtain customer feedback -</li> </ul>	30%	
	<ul style="list-style-type: none"> <li>• Measures/new services to address customer needs</li> </ul>	30%	
	<ul style="list-style-type: none"> <li>• Customer Satisfaction on the services provided</li> </ul>	40%	
	<ul style="list-style-type: none"> <li>• Positive step to turn customers requests/complaints into opportunities for improvement</li> </ul>	30%	
	<ul style="list-style-type: none"> <li>• Setting services standards for delivery through customer charters</li> </ul>	30%	
	(ii) Leadership and Team Spirit (100%)		
	<ul style="list-style-type: none"> <li>• Strong leadership in encouraging teamwork and motivating staff to improve service delivery</li> </ul>	10%	
	<ul style="list-style-type: none"> <li>• Clear departmental strategies on service enhancement</li> </ul>	10%	
	<ul style="list-style-type: none"> <li>• High team spirit</li> </ul>	15%	
	<ul style="list-style-type: none"> <li>• Staff with high morale, strong satisfaction and active involvement in improving customer service</li> </ul>	15%	
	<ul style="list-style-type: none"> <li>• Effective communication channels on service enhancement policy within the Ministry/Department</li> </ul>	10%	
	<ul style="list-style-type: none"> <li>• Priority in provision of training and development of staff</li> </ul>	10%	
	<ul style="list-style-type: none"> <li>• Promotion of a good image of the Ministry/ Department and Public Services.</li> </ul>	10%	
	<ul style="list-style-type: none"> <li>• Establishment of good public relations with customers, general public and media</li> </ul>	20%	

Selection Criteria	Examples of Indicators	Weightage per Sub-Criteria	Weightage as per Self-Assessment
B) Efficiency	Process Management Weightage: 100%		
	<b>Process Management</b> <ul style="list-style-type: none"> <li>Efficient and accurate service delivery with user-friendly procedures</li> <li>Upkeeping performance pledges and pursuing continuous improvement</li> </ul> <b>System Improvement</b> <ul style="list-style-type: none"> <li>Work process/systems re-engineered to achieve greater efficiency and to reduce process time</li> </ul> <b>Innovation and Application of Information Technology</b> <ul style="list-style-type: none"> <li>New technology applied to work process to achieve higher productivity and to add value for customers.</li> <li>Application of innovative ideas to bring improvement in the delivery of service</li> </ul> <b>Productivity</b> <ul style="list-style-type: none"> <li>Measures to increase productivity.</li> </ul>	15%  15%  15%  10%  15%  30%	
C) Cost-Effectiveness	Weightage: 100%		
	<ul style="list-style-type: none"> <li>Effective use of resources to enhance service output while maintaining satisfactory standard of service</li> <li>Savings achieved through service re-engineering process and other measures without affecting the quality and efficiency of service</li> </ul>	60%  40%	
	Total Weightage:	500%	

#### 4. Allocation of Score

Total assessment criteria will carry 500 points as the full score. Apart from the Ministry's/ Department's current achievement on the above three criteria, improvements made by Ministries and Departments in the last two years will also be recognized in calculating the score.

## 5. Awards

A total of 9 prizes will be given as follows-

- A Grand prize of Rs 100,000/- will be awarded to the overall winner. A challenge shield will also be offered by the Mauritian Quality Institute;
- An award under each assessment criterion: Quality, Efficiency and Cost-effectiveness;
- A Best Public Image Award to the Ministry/Department which obtains the highest votes from the public under each assessment criterion: Quality, Efficiency and Cost-effectiveness (3 prizes);
- An Award for the Health sector (1 prize);
- An Award for the Police Department (1 prize);
- Each winning Ministry/Department will receive a trophy and a cash allocation of the following value to be credited to the respective Ministries/Departments Staff Welfare Fund Account.

Awards	Value of Cash Allocation
Grand prize – Excellent Customer Service Award	Rs 100,000
Award under each assessment criterion (3 x 30,000)	Rs 90,000
Best Public Image Award (3 x 30,000)	Rs 90,000
Award to the Police Force	Rs 50,000
Award to the Health Sector	Rs 50,000

All participating Ministries/Departments will be awarded a certificate in recognition of their efforts in achieving quality customer service and making a submission for entry to the Awards Scheme.

## 6. Adjudication Process

The adjudication process comprises two stages -

### STAGE ONE

#### (a) Assessment and Interview Visits

- Assessment and Interview visits will be conducted by a team of assessors comprising of representatives of the Ministry of Civil Service Affairs and Administrative Reforms, the Mauritian Quality Institute, the Federation of the Civil Service Unions and other Unions and the Government Servants' Association in each participating Ministry and Department during the period August/September 2004.
- Participating organisations will be informed beforehand of the date and time of the visits.
- The purpose of the site visit is to allow the participating Ministries and Departments to provide insights and information beyond what is described in the application report. It will also facilitate the team of assessors to verify and clarify the information provided in the application report.
- The Report of the findings of the Assessment Visits will then be forwarded to the Grand Jury.

(b) **Public Voting**

Members of the public will be invited to participate in the selection of winning Ministries and Departments for the Best Public Image Award under each assessment criterion, namely Quality, Efficiency and Cost-effectiveness during the period 1 to 30 September 2004 through a telephone hot-line No. 208-5998, which will be managed by the Mauritian Quality Institute from 9.00 hrs to 16.00 hours during week-days.

Three prizes will be awarded to organisations which obtain the highest votes from the public under the three above mentioned assessment criteria.

STAGE TWO

An adjudicating panel acting as the Grand Jury will select the Ministry/Department of each group winning the overall Grand Prize. The composition of the Adjudicating Panel will be as follows:

- Chairman: Senior Chief Executive, Ministry of Civil Service Affairs and Administrative Reforms
- Members: 1 Senior Government Official appointed by the Ministry of Civil Service Affairs and Administrative Reforms  
3 representatives of the Mauritian Quality Institute (Private Sector)  
1 representative of the Federation of Civil Service Unions and other Unions  
1 representative of the Government Servants' Association

7. **Implementation Schedule for Excellent Customer Service Awards Scheme**

Circular issued to inform Ministries and Departments of the Award 2004 and to advise prospective participants to continue their improvement programme in line with the established criteria	21 April
Invitation for submission of entries by Ministries/ Departments.	1 July
Briefing session by Mauritian Quality Institute (MQI) on the writing up of Self-assessment Report and other aspects of the Award	Mid July
Launching Ceremony by the Hon. Prime Minister	15 July
Closing date for submission of entries	31 July
Evaluation of entries and conduct of Assessment and Interview visits	Aug – Sept
Voting for Best Public Image Ministry/Department	September
Evaluation of final reports and selection of Ministries/Departments by the Adjudicating Panel for the Award	November
Submission to Grand Jury	November
Award Ceremony	Mid-November

## 1. Participation/Submission of Entries

The Award Scheme is open to all Ministries and Departments, Divisions and Units irrespective of their size and nature of services. However, as is the practice in similar competition, the three winners of the last Award, namely:

- (a) The Grand Prize: Excellent Customer Service Award;
- (b) The Award to the Police Force;
- (c) The Award to the Health Sector

will be eligible for participation only after three years.

Entries for awards under the Excellent Customer Service Award Scheme should be made on the participation form as at Appendix B. The form must be filled in and signed by the respective Head of Ministry/Department and submitted to the Administrative Reforms Unit by 31 July 2004

**PARTICIPATION FORMS RECEIVED AFTER THIS DATE WILL NOT BE CONSIDERED.**

## 9. Application Report and Self-Assessment

- (a) Every application for the award must contain a brief write-up in the form of an application report, which would include two parts as follows:

### Part 1

A brief description of the Ministry/Department pertaining to the following items:

- Vision and Mission .
- Structure of the Ministry/Department (organization chart)
- Functions/Activities of the Ministry/Department

### Part 2

A brief description of the overall performance, that is a self-assessment report, of the Ministry/Department in the provision of customer service must be presented. It must also elaborate on the improvements made by the Ministry/Department over the last two years pertaining to the assessment criteria, as outlined at item 4 of these guidelines. The write-up should be brief, concise and factual (about 1,500 to 2,000 words) providing specific information and examples on projects and initiatives undertaken and results achieved under each assessment criterion (self-scoring). Statements should be supported with data where appropriate. The use of tables and graphs is encouraged.

- (b) The entrant is also required to provide a brief summary (around 200 words) on the outstanding services provided.
- (c) Participating organisations should do their self-evaluation and allocate their score on each criterion.

d) The Mauritian Quality Institute will conduct a briefing session in mid-July with participants to sensitise them on the methodology to be adopted for the writing of the Application and self-assessment Reports.

10. All entries should be submitted to the:

Administrative Reforms Unit, Ministry of Civil Service Affairs and Administrative Reforms,  
7th Floor, New Government Centre, Port Louis.

11. Notes

- The decision of the Adjudicating Panel will be final and binding.
- The Ministry of Civil Service Affairs and Administrative Reforms reserves the right for the interpretation of the guidelines and to make any changes to the implementation of the Scheme without prior notice.

12. Awards Ceremony

Prizes for the 'Excellent Customer Service Award', and other Awards will be presented to the winners at an Awards Ceremony to be held in mid-November and to which all participating Ministries/Departments will be invited.

13. Enquiries

*For enquiries, please contact the:* Administrative Reforms Unit, Ministry of Civil Service Affairs and Administrative Reforms, 7th Floor, New Government Centre, Port Louis.  
Tel: 201-1434 Fax No. : 212-9528 Email: mcsa-ar@mail.gov.mu

Ministry of Civil Service Affairs and  
Administrative Reforms  
PORT LOUIS

01 July, 2004



PARTICIPATION FORM  
EXCELLENT CUSTOMER SERVICE AWARD 2004.

To be submitted to the Administrative Reforms Unit, Ministry of Civil Service Affairs and  
Administrative Reforms, 7th Floor, New Government Centre, Port Louis. Tel: 2011434 Fax: 2129528  
E-mail: mcsa-arui@mail.gov.mu

A. Details of Ministry/Department applying for award

Name of Ministry/Department: .....

Address: .....

Tel: ..... Fax: .....

E-mail address: .....

Name of Head of Ministry/Department: .....

Designation: .....

Signature of Head of Ministry/Department: .....

Date: .....

*Note:* This participation form should be submitted along with the application report outlined at item 9  
of the 'Guidelines for the Excellent Customer Service Awards Scheme'.

B. Name of Parent Ministry/Department (where applicable)

Address .....

Tel: ..... Fax: .....

For Office Use Only

Ref: .....

Date application received: .....

Date acknowledged: .....