

Good quality customer service is vital for Jamaica's growth and development, especially in this time of economic challenges.

This view was expressed by Communication Consultant, Fabian Brown, while speaking on a recent Jamaica Information Service (JIS) Issues and Answers programme.

Discussions focused on the Public Sector Customer Service Competition and the link between good customer service and Jamaica's economic development.

"If it is that when you get into the post offices, the tax offices, you don't feel a sense of warmth, a sense of attention and that there is a desire really to serve you, then you may not be interested in going there again," Mr. Brown said.

He pointed out that poor customer service at those entities will eventually have an impact on revenue collection.

"Once you start having that negative impact in terms of revenue collection, it is going to impact our ability as a country to move on and to really grow. There is a ripple effect and one impacts the other," he noted.

Mr. Brown stated that good customer service should begin at the point of entry at business entities.

He argued that if the interaction is unpleasant, uncomfortable, uninviting, or discouraging, "then of course, you start building the brick wall, and you cannot afford as a country to have brick walls, when you are talking about economic growth and development."

The Customer Service Competition was implemented in 1994, under the Public Sector

Modernisation Division in the Office of the Cabinet.

It is designed to recognise and reward the efforts of organisations to improve service delivery to customers and to promote and encourage commitment to, and continuous improvement in the quality of service to the public.

Members of the public are invited to vote for the public sector entity and individual that is delivering the best customer service. The deadline for the receipt of all nominations is February 28.