



GREEN BAY POLICE DEPARTMENT PROFESSIONAL STANDARDS DIVISION



Lieutenant Andrew Lewis

920-448-3245

November 8, 2011

Captain Bill Bongle just reported from the United Kingdom that the Green Bay Police Department has just won an International WOW Award for Excellence in Customer Service.

The WOW awards were created in the United Kingdom as a way for members of the general public to recognize someone for performing outstanding customer service. It is an employee recognition system, but unlike many other employee reviews, the nominations for awards come from the public at large, not internally within the organization. The WOW Awards nominations are then reviewed by the WOW awards committee, again external from the organization, and awards are granted for those extraordinary customer service moments.

Businesses were the first participants in the WOW Awards program in Britain, until someone decided to implement it for police agencies. After learning about the program, Captain Bill Bongle implemented the program here. The Green Bay Police Department was the first law enforcement agency in the United States to implement the WOW awards program as a way to recognize officers and staff for their excellent work in serving the citizens of Green Bay. Our agency has received many nominations for individual officers, and we were therefore recognized as an excellent customer service organization by the WOW Awards Committee. They requested that we send in a video about how we use the WOW Awards here to be considered for their highest award.

With the expertise provided by a volunteer citizen, Steve Brenzel, a professional video was created highlighting the WOW Awards at the Green Bay Police Department, and submitted for review to the WOW Awards Committee. The video features department employees, and even citizens who have nominated officers for awards. In late October, we learned that we were a finalist in the competition and received an invitation to attend the awards Gala in the United Kingdom, today, November 8th. A short time ago, Capt. Bongle reported from there that we had won the international competition, beating out international competitors in the form of businesses, and a number of other police agencies.