

# VBA Call Center Questionnaire

## Final Version

*Note: Headings (in bold) and question numbers are not to be read.*

---

### Introduction

---

May I speak with (CONTACT NAME)?

Hello, I'm (NAME) with ASVA calling on behalf of the Veterans Benefits Administration. Today I want to ask you about your recent experiences with the VA Insurance Center's toll-free telephone service. The purpose of the research is to help the Veterans Benefits Administration improve its services to its customers. Your name will be confidential, and you may stop at any time or skip any question you do not wish to answer.

This interview will take 6 to 8 minutes and is authorized by Office of Management and Budget Control No. 1090-0007.

---

### Call Purpose

---

Q1. What was the main reason for your call to the VA Insurance Center's toll-free telephone service?

1. Loan/cash surrender
2. Premiums
3. Dividends
4. Beneficiary Designation
5. Death Claim
6. Address Change
7. Policy Status
8. Application for new insurance policy
9. Other reason specify \_\_\_\_\_
10. Don't Know
11. Refused

Q2. Would you consider the purpose of your call to be a general request for information from the VA Insurance Center's toll-free telephone service, or a request to take some action?

1. General Question
2. Request for Action
3. Don't Know
4. Refused

---

### Call Resolution

---

Q3. Was your question answered/request completed as a result of your first call with the VA Insurance Center's toll-free telephone service?

1. Yes
2. No
- DK
- REF

Q4. In total, how many times did you call the VA Insurance Center's toll-free telephone service regarding your question/request?

[RECORD NUMBER]  
DK  
REF

---

### Representative

---

Q5. How clearly did the representative with whom you spoke explain things to you? Again, we will use a 10-point scale on which "10" now means "very clearly" and "1" means "not at all clearly." How clearly did the representative explain things to you?

[RECORD NUMBER 1-10]  
DK  
REF

Q6. How accurately was your question or request handled? On a 10-point scale on which "10" means "very accurately" and "1" means "not at all accurately," how accurately was your question or request handled?

[RECORD NUMBER 1-10]  
DK  
REF

Q7. How well or poorly did the representative explain to you what to expect after the conversation was over? On a 10-point scale on which "10" means "very well" and "1" means "very poorly," how well or poorly did the representative explain to you what would happen next?

[RECORD NUMBER 1-10]  
DK  
REF

Q8. If needed, how promptly were your phone calls returned? On a 10-point scale on which "10" means "very promptly" and "1" means "not at all promptly," how promptly were your calls returned?

[RECORD NUMBER 1-10]  
DK  
REF

Q9. How courteous were the VA Insurance Center telephone representatives? On a 10-point scale on which "10" means "very courteous" and "1" means "not at all courteous," how courteous were the VA Insurance Center telephone representatives?

[RECORD NUMBER 1-10]  
DK  
REF

Q10. How professional were the representatives in terms of being knowledgeable, helpful, and responsive? On a 10-point scale on which "10" means "very professional" and "1" means "not at all professional," how professional were the representatives?

[RECORD NUMBER 1-10]  
DK  
REF

Q11. Please consider your experiences with the VA Insurance Center's toll-free telephone service in Philadelphia. Using a 10-point scale, on which "10" means "very high" and "1" means "not very high," how would you rate the overall quality of the VA Insurance Center's toll-free telephone service?

[RECORD NUMBER 1-10]  
DK  
REF

---

#### ACSI

---

Q12. First, please consider your experiences with the VA Insurance Center's toll-free telephone service. Using a 10-point scale, on which "10" means "very satisfied" and "1" means "very dissatisfied," how satisfied are you with the VA Insurance Center's toll-free telephone service?

[RECORD NUMBER 1-10]  
DK  
REF

Q13. Considering all of your experiences, to what extent has the VA Insurance Center's toll-free telephone service fallen short of your expectations or exceeded your expectations? Using a 10-point scale, on which "10" means "exceeds your expectations" and "1" means "falls short of your expectations," to what extent has the VA Insurance Center's toll-free telephone service fallen short of or exceeded your expectations?

[RECORD NUMBER 1-10]  
DK  
REF

Q14. Forget the VA Insurance Center's toll-free telephone service for a moment. Now, I want you to imagine the toll-free telephone service of an ideal insurance company. How well do you think the VA Insurance Center's toll-free telephone service compares with the toll-free telephone service of that ideal insurance company? Please use a 10-point scale on which "10" means "very close to ideal" and "1" means "not very close to ideal."

[RECORD NUMBER 1-10]  
DK  
REF

---

#### Complaints

---

Q15. Have you complained to the VA Insurance Center's toll-free telephone service in Philadelphia in the past year?

1. Yes (ASK Q16)
  2. No (SKIP TO Q17)
- DK (SKIP TO Q17)  
REF (SKIP TO Q17)

Q16. How well or poorly was your most recent complaint to the VA Insurance Center's toll-free telephone service handled? Using a 10-point scale on which "10" means "handled very well" and "1" means "handled very poorly," how would you rate the handling of your complaint?

[RECORD NUMBER 1-10]  
DK  
REF

---

**Outcomes**

---

Q17. The next time you have a question or request regarding VA's life insurance program, how likely is it that you will use the VA Insurance Center's toll-free telephone service? Using a 10-point scale on which "10" means "very likely" and "1" means "very unlikely," how likely is it that you will use the toll-free telephone service?

[RECORD NUMBER 1-10]

DK

REF

Q18. If asked, how willing would you be to say positive things about the VA Insurance Center's toll-free telephone service to other participants in the VA life insurance program? On a 10-point scale on which "10" means "very willing" and "1" means "not at all willing," how willing would you be to say positive things about the VA Insurance Center's toll-free telephone service?

[RECORD NUMBER 1-10]

DK

REF

Q19. What could the VBA do differently to better meet your needs? (OPEN END)

Those are all of the questions I have for you. Thank you for your time today.