

WHITE PAPER
DEPARTMENT OF VETERANS AFFAIRS - VETERANS EXPERIENCE OFFICE
EM&PI NCA – MEMORIAL AFFAIRS CALL CENTER NON-SUBSTANTIVE
REQUEST

(Reference Approved ICR: 2900-0770, 12/08/2017, Exp: 09/30/2020)

OVERVIEW: Add three (3) new survey questions to the list of questions asked callers; the total will now be seven (7), an increase from four (4). These questions have been added as a request from the NCA leadership to better understand caller satisfaction and customer experience ratings. This change request is non-substantive and has no impact to the burden. The generous burden estimate of 3 minutes accommodates the additional questions.

BACKGROUND: The Veterans Experience Office (VEO) has been working with the VA to collect responses from NCA – Memorial Affairs callers through surveys regarding their call center experiences. To better categorize and identify caller satisfaction and customer experience, the VEO Measurement HCD team has included three (3) additional survey questions. These questions have been requested by and reviewed with NCA leadership for their fit in measuring satisfaction and customer experience ratings.

- Added three (3) survey questions. Increased the survey from four (4) to seven (7) questions in length.

ACTIONS: Add three (3) survey questions focused on satisfaction and customer experience related to their NCA – Memorial Affairs call center call. The question language and additions are as follows:

Original Survey:

1. The call center agent was adequately prepared to help me. (*Required)
2. The call center agent provided information in a way that I understood. (*Required)
3. I trust the VA call center to meet my needs. (*Required)
4. The call center agent I spoke with was courteous and respectful. (*Required)

New Survey (**Bolded questions are new**):

1. The call center agent was adequately prepared to help me. (*Required)
2. The call center agent provided information in a way that I understood. (*Required)
3. **I was connected with the right agent on my first call to NCA.** (*Required)
4. The call center agent I spoke to was courteous and respectful. (*Required)
5. **The length of time it took for someone to answer my call was reasonable.** (*Required)
6. **I am satisfied with the resolution of my issue.** (*Required)

7. I trust the VA call center to meet my needs. (*Required)