

3. NCA – Memorial Affairs call center Survey

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3.1 Summary

This copy document provides survey copy for a survey measuring customer experience at key stages in the NCA-Memorial Affairs call center. These surveys are triggered within the week after the completion of the following event:

Post Call Survey: Dispatch phone survey sent within 1 week of a call.

3.2 Target Audiences

To be included in the survey sample, respondents must be:

- Anyone contacting and speaking with an NCA - Memorial Affairs call center representative in a given week

3.3 Experience Drivers

The following annotations represent VE experience drivers and are mapped to each question. They are for reference ONLY. Do not place in Veteran view.

1. EASE
2. EFFECTIVENESS
3. EMOTION
4. TRUST

3.4 Notes

1. Text with <carets> in the copy indicates a string from a database.
2. Text with [brackets] indicates notes, comments, options, dummy text or annotates browser behaviors. [or] separates conditionals when there are choices. <NULL> indicates data does not exist.
3. Margin comments call out details or issues that may require follow up or a discussion with a designer, developer, or writer.
4. **Headings** label and demarcate sections of the experiences and separate surveys.



3.5 IVR Automated Call Survey

3.5.1 Call Copy

Path 1: Caller answers and completes the survey.

Hello. This is a call from the Department of Veterans Affairs, Veterans Experience Office. <VE_Hello>

The Department of Veterans Affairs values your opinion. To better serve you, would you be willing to take a seven-question survey, of your recent experience with calling the National Cemetery Administration at the VA? If you provide feedback, you may be contacted by VA. Serving you is our top priority. <VE_AnonDisclaim> Press 1 if you are willing to participate in the survey or press 2 to opt out of receiving future surveys from the National Cemetery Administration.<VE_SurveyOffer>

[AFTER PRESSING 1]

Use the numbers on your phone to respond to the questions. Press one if you strongly disagree with the statement, two if you disagree, three if you neither disagree nor agree, four if you agree, and five if you strongly agree with the statement. <VE_SurveyGrading>.

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

[AFTER RESPONDING TO QUESTION 7]

[OMB Burden Response Copy]

We are asking for this information so that you can provide compliments, recommendations, or concerns to VA. This information is collected in accordance with section 3507 of the Paperwork Reduction Act of 1995. Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of two minutes to review the instructions and complete this survey. The results of this survey will be used to inform opportunities for program improvement in the quality of VA services. Participation in this survey is voluntary and your decision not to respond will have no impact on VA benefits or services to which you may currently be receiving. By filling out this survey, you are authorizing VA database access to retrieve veteran contact information, to follow up with you accordingly for purposes of service recovery, potential crisis, or to learn more about feedback you have shared regarding your experience with VA. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is displayed. You are not required to respond to a collection of information if this number is not displayed. Valid OMB control numbers can be located on the OMB Internet Page at www.reginfo.gov/public/do/PRAMain.<VE_OMB Burden>



[Thank Caller for Responding to Survey]

Thank you for taking the time to answer some questions about your NCA – Memorial Affairs call center experience.
<VE_EndSurvey>

Path 2: Caller answers and opts out of the survey

Hello. This is a call from the Department of Veterans Affairs, Veterans Experience Office. <VE_Hello>

The Department of Veterans Affairs values your opinion. To better serve you, would you be willing to take a seven-question survey, of your recent experience with calling the National Cemetery Administration at the VA? If you provide feedback, you may be contacted by VA. Serving you is our top priority. <VE_AnonDisclaim> Press 1 if you are willing to participate in the survey or press 2 to opt out of receiving future surveys from the National Cemetery Administration.<VE_SurveyOffer>

[AFTER PRESSING 2]

You have chosen to opt out of this survey from the National Cemetery Administration at the VA. Thank you for your time. Goodbye.<VE_OptOut>

[Help Steps]

[PROMPT: IF BUTTONS 6, 7, 8, OR 9 ARE SELECTED]

I am sorry. I did not understand your entry. Please try again.<VE_SurveySorry>

Use the numbers on your phone to respond to the questions. Press one if you strongly disagree with the statement, two if you disagree, three if you neither disagree nor agree, four if you agree, and five if you strongly agree with the statement.
<VE_SurveyHelp>

[PROMPT: IF 6, 7, 8, OR 9 ARE SELECTED MORE THAN 3 TIMES]

[Thank Caller for Responding to Survey]

Thank you for taking the time to answer some questions about your NCA – Memorial Affairs call center experience.
<VE_EndSurvey>

[Required Question]

[PROMPT: IF THERE'S NO ANSWER OR THERE'S A DELAY IN A BUTTON BEING PRESSED FOR 3 SECONDS]

This is a required question. Use the numbers on your phone to respond to the question. <Required Question>

Use the numbers on your phone to respond to the questions. Press one if you strongly disagree with the statement, two if you disagree, three if you neither disagree nor agree, four if you agree, and five if you strongly agree with the statement.
<VE_SurveyHelp>

[PROMPT: IF THERE HAVE BEEN NO ANSWERS OR THERE'S A DELAY IN A BUTTON BEING PRESSED FOR 3 SECONDS MORE



THAN 3 TIMES]

[Thank Caller for Responding to Survey]

Thank you for taking the time to answer some questions about your NCA – Memorial Affairs call center experience.

<VE_EndSurvey>

3.6 Survey Rating Scale Questions

3.6.1 Questions for IVR phone survey sent within 1 week of initial call

Use the numbers on your phone to respond to the questions. Press one if you strongly disagree with the statement, two if you disagree, three if you neither disagree nor agree, four if you agree, and five if you strongly agree with the statement.

<VE_SurveyHelp>

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

