

4. White House VA Hotline Call Center Email & Survey

4.1 Summary.....	2
4.2 Target Audiences	2
4.3 Experience Drivers.....	2
4.4 Notes	2
4.5 Post-Call Survey	3
4.5.1 WHHL Pre-Call Copy	3
4.5.2 WHHL Post-Call Survey Copy	3
Path 1: IVR survey commences once call with agent is complete.	3
[OMB Burden Response Copy]	4
[Thank Caller for Responding to Survey].....	4
Path 2: Optional Steps	4
[Required Question]	4
[Incorrect Key Steps]	5
[Thank Caller for Responding to Survey].....	5
4.6 Post-Complaint Survey	6
4.6.1 WHHL Post-Complaint Survey Email Copy.....	6
4.6.2 WHHL Post-Complaint Survey Pre-Header	6
4.6.3 WHHL Post-Complaint Survey Reminder Email Copy.....	7
4.6.4 WHHL Post-Complaint Survey Pre-Header	7
4.7 Survey Rating Scale Questions	10
4.7.1 Post-Call Survey Questions (IVR phone survey)	10
4.7.2 Post-Complaint Survey Questions.....	11
4.7.3 Post-Complaint Survey Open Text Question	11
[OMB Burden Response Copy].....	12
[Anonymity Disclaimer].....	12
Race, Ethnicity, and Gender Questions	13



4.1 Summary

This copy document provides email and survey copy for 2 distinct surveys measuring customer experience at key stages in the WHHL Call Center. These surveys are triggered within the week after the completion of the following events:

[4.5] Post-Call Survey: Dispatch phone survey sent upon completion of a call

[4.6] Post-Complaint Survey: Email survey sent after a case has been closed

4.2 Target Audiences

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

1. Veterans who have called the White House VA Hotline Call Center
2. Veterans who have closed cases with the White House VA Hotline Call Center

4.3 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

4.4 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.
5. All rating scale questions are 5-point RADIO buttons and permit only one response per question and are labeled as follows:

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4.5 Post-Call Survey

4.5.1 WHHL Pre-Call Copy

[VOICEOVER BEFORE THE CALLER IS CONNECTED WITH THE WHITE HOUSE VA HOTLINE AGENT]

Your feedback is important to us. Would you be willing to answer a two-minute survey at the end of this call about [4.5] <your White House VA Hotline experience>? 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 the survey.<VE_SurveyOffer>

[IF 2 PRESSED, CONTINUE TO WHITE HOUSE VA HOTLINE AGENT] <VE_OptOut>

4.5.2 WHHL Post-Call Survey Copy

Path 1: IVR survey commences once call with agent is complete.

Thank you for staying on the line to answer this 5-question survey about [4.5] <your White House VA Hotline experience>. VA values your opinion. <VE_SurveyOffer>

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

1. It was easy to speak to the White House VA Hotline agent. (*Required) EASE
2. The White House VA Hotline agent was responsive to my needs. (*Required)



EFFECTIVENESS

3. It felt as if the White House VA Hotline agent I spoke with cared about my needs. (*Required) **EMOTION**
4. I feel better about my situation after contacting the White House VA Hotline. (*Required) **EMOTION**
5. I trust the White House VA Hotline to meet my needs. (*Required) **TRUST**

[AFTER RESPONDING TO QUESTION 5]

[OMB Burden Response Copy]

We are asking for this information so that you can provide feedback to VA. Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of two minutes to hear the instructions and answer the questions. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is stated. You are not required to respond to a collection of information if this number is not stated. Valid OMB control numbers can be located on the OMB Internet Page at www.reginfo.gov/public/do/PRAMain. <OMB Burden>

[Thank Caller for Responding to Survey]

Thank you for taking the time to answer some questions about your White House VA Hotline experience. <VE_EndSurvey>

Path 2: Optional Steps

[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, and five if you strongly agree with the statement. If you neither agree nor disagree, press three. <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 White House VA Hotline experience. <VE_EndSurvey>



[Incorrect Key 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, and five if you strongly agree with the statement. If you neither agree nor disagree, press three. <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 White House VA Hotline experience. <VE_EndSurvey>



4.6 Post-Complaint Survey

4.6.1 WHHL Post-Complaint Survey Email Copy

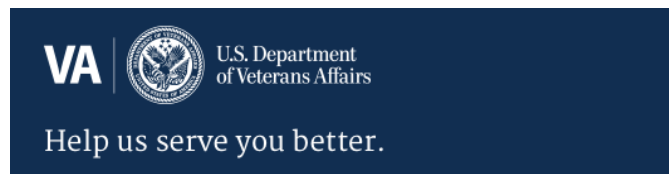
[From:] Veterans Experience Office

[Subject 4.6] White House VA Hotline Case Resolution survey – 2 minutes

4.6.2 WHHL Post-Complaint Survey Pre-Header

[4.6] Tell us about your experience with the resolution of your case created with the White House VA Hotline.

[Header]



[Heading]

OMB Number: 2900-0770
Expiration: MM/DD/YYYY
Estimated Burden: 2 minutes

Your feedback is important for identifying areas that need improvement. Please take two minutes to let us know how we are doing by answering this short survey about [4.6] <your case that was resolved through the White House VA Hotline>. If you provide feedback, you may be contacted by VA. Serving you is our top priority.

[Take Survey]

Thank you,
Veterans Experience Office
Department of Veterans Affairs

[Footer]

If you wish to share your feedback, please do so by <date>.

The Veterans Crisis Line provides free, confidential support for Veterans in crisis and their families and friends. Dial 1 (800) 273-8255 (Press 1), or text 838255 to receive confidential support 24/7, (System of Records Notice VA158VA10NC5) Visit <https://www.veteranscrisisline.net/> for more information. The National Call Center for Homeless Veterans (NCCHV) provides free, confidential support for Veterans who are homeless or at risk of homelessness—and their family members, friends and supporters. Veterans can make the call to or chat online with the National Call Center for Homeless Veterans, where trained counselors are ready to talk confidentially 24 hours a day, 7 days a week. Dial 1 (877) 424-3838 or visit <https://www.va.gov/HOMELESS/> to receive confidential support. If you would like to opt out from receiving future surveys, please [click here](#).

Unsubscribe from this VA Survey | [VA Privacy Policy](#)

Department of Veterans Affairs
Veterans Experience Office (30)
810 Vermont Avenue NW
Washington, DC 20420

4.6.3 WHHL Post-Complaint Survey Reminder Email Copy

[SENT 1 WEEK AFTER INITIAL EMAIL IF THERE IS NO RESPONSE]

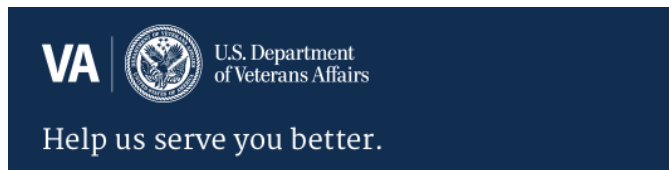
[From:] Veterans Experience Office

[Subject 4.6] White House VA Hotline Case Resolution survey reminder – 2 minutes

4.6.4 WHHL Post-Complaint Survey Pre-Header

[4.6] Tell us about your experience with the resolution of your case created with the White House VA Hotline.

[Header]



VETERANS
EXPERIENCE
OFFICE

[Heading]

OMB Number: XXXX-XXXX
Expiration: MM/DD/YYYY
Estimated Burden: 2 minutes

We'd like to hear from you about your experience with the White House VA Hotline. Your feedback is important for identifying areas that need improvement.

Please take two minutes to let us know how we are doing by answering this short survey about [4.6] <your case that was resolved through the White House VA Hotline>. If you provide feedback, you may be contacted by VA. Serving you is our top priority.

[Take Survey]

Thank you,
Veterans Experience Office
Department of Veterans Affairs

[Footer]

If you wish to share your feedback, please do so by <date>.

The Veterans Crisis Line provides free, confidential support for Veterans in crisis and their families and friends. Dial 1 (800) 273-8255 (Press 1), or text 838255 to receive confidential support 24/7, (System of Records Notice VA158VA10NC5) Visit <https://www.veteranscrisisline.net/> for more information. The National Call Center for Homeless Veterans (NCCHV) provides free, confidential support for Veterans who are homeless or at risk of homelessness—and their family members, friends and supporters. Veterans can make the call to or chat online with the National Call Center for Homeless Veterans, where trained counselors are ready to talk confidentially 24 hours a day, 7 days a week. Dial 1 (877) 424-3838 or visit <https://www.va.gov/HOMELESS/> to receive confidential support. If you would like to opt out from receiving future surveys, please [click here](#).

Unsubscribe from this VA Survey | [VA Privacy Policy](#)

Department of Veterans Affairs
Veterans Experience Office (30)
810 Vermont Avenue NW
Washington, DC 20420



VETERANS
EXPERIENCE
OFFICE



4.7 Survey Rating Scale Questions

4.7.1 Post-Call Survey Questions (IVR phone survey)

Use the numbers on your phone to respond to the questions. Press one if you strongly disagree with the statement, and five if you strongly agree with the statement. If you neither agree nor disagree, press three. Press zero for Help at any time during the survey. <VE_SurveyHelp>

1. It was easy to speak to the White House VA Hotline agent. (*Required) **EASE**
2. The White House VA Hotline agent was responsive to my needs. (*Required) **EFFECTIVENESS**
3. It felt as if the White House VA Hotline agent I spoke with cared about my needs. (*Required) **EMOTION**
4. I feel better about my situation after contacting the White House VA Hotline. (*Required) **EMOTION**
5. I trust the White House VA Hotline to meet my needs. (*Required) **TRUST**



4.7.2 Post-Complaint Survey Questions

<h1> [4.6] Tell us about your experience with the resolution of your case created with the White House VA Hotline.</h1>

Please respond to the following statements on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

1. Resolving my case, from beginning to end, was easy. (*Required) EASE
2. My case was resolved in a reasonable amount of time. (*Required) EASE
3. VA showed concern and interest in resolving my case. (*Required) EMOTION
4. I was satisfied with how I was notified about my case being resolved. (*Required) EMOTION
5. I understand the resolution for my case. (*Required) EFFECTIVENESS
6. I feel better about my situation after contacting VA. (*Required) EMOTION
7. I trust VA to meet my needs. (*Required) TRUST

4.7.3 Post-Complaint Survey Open Text Question

Would you like to provide additional feedback with a concern, compliment, or recommendation about the experience of resolving your case? Please select from one of the following options.

(*Required)

Use the text box below to enter details of the additional feedback (optional). Please do not include any personally identifiable information, Social Security Number, Veteran ID, or medical information, but do provide details about your experience.

[Drop down of feedback types]

1. Compliment
2. Concern
3. Recommendation
4. Will not provide feedback

<Multi-line text box is optional>

Please check this box if you would like to volunteer your demographic information to help VA better serve you, otherwise just click “Next” to submit your survey.

[Next]

The Veterans Crisis Line provides free, confidential support for Veterans in crisis and their families and friends. Dial 1 (800) 273-8255 (Press 1), or text 838255 to receive confidential support 24/7. Visit veteranscrisisline.net for more information.



[OMB Burden Response Copy]

We are asking for this information so that you can provide compliments, comments, or concerns to VA. Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of one minute to review the instructions and complete this form. 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.

[Anonymity Disclaimer]

If you provide feedback, you may be contacted by VA. Serving you is our top priority.

[Footer]

Survey Support | [Privacy Policy](#)



Race, Ethnicity, and Gender Questions

Help VA Improve its Services

We are working to better understand our customers. The following questions are voluntary. By providing your data, your responses can help us improve VA care and services. Thank you for your participation.

1. Are you Hispanic or Latino?
 - a. Yes [go to Q #3]
 - b. No [go to Q #2]
2. What is your race? Select one or more.
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Native Hawaiian or Other Pacific Islander
 - e. White
3. How do you describe your gender?
 - a. Male
 - b. Female
 - c. Non-Binary / Third Gender
 - d. Prefer not to say

[Submit]

