# Learning Center OKR Road Map

| | Objective 1: "Empower users with information they need." *Base Case KR: for [X] LC-covered topic, are we seeking a decrease in Contact Center calls coded for those topics.* | Objective 2: Veteran "Customer" Satisfaction. | Objective 3: "Close the gap between Veterans and their benefits". |
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| **Now** (Q4 2020) | ● **Key Results**: Decrease in Contact Center calls coded for Account/Profile issues (MyVA311)<br>  ● GOAL: TBD<br>  ● Baselines: Domo DB/VSP | ● **Key Results**: Majority of feedback responses are positive (3/5+ or primarily 'good')<br>  ● GOAL:>50% | ● **Key Results**: Increase traffic to benefit hubs<br>  ● GOAL: TBD<br><br>● **Key Results 2:** % of sign-ins from the LC<br>  ● GOAL:>0<br><br>● **Key Results 3:** % VA.goc profiles created from the LC<br>  ● GOAL:>0<br><br>● **Key Results 4:** % profile task created by way of LC<br>  ● GOAL:>0 |
| **BET** | ● **BET:** *We think by providing accurate and useful content for most often experienced VA.gov issues, will help Veterans find answers to their questions. This bet will be validated if LC is able to relieve pressure on contact centers.* | ● **BET:** *We think by providing accurate and useful content for most often experienced VA.gov issues, Veterans experience will improve through self discovery. This bet will be validated if LC via positive 'good' feedback responses by users.* | |
| **Next** (Q1 2021) | ● **Key Results n**: Increase in Contact Center calls coded for the benefit hubs.<br>  ● *Why Increase? At first, we're increasing the surface area for where users may get to these Contact Center outlets.* | | ● **Key Results 2**: Increase engagement in non-profile tasks.<br>  ● *Future refinement needed..* |
| **Later** (Q2 2021) | ● **Key Results n**: Decrease in Contact Center calls coded for the debt management. | | |