**DMC Call**

**Date**

10/01/20

**Attendees**

Timothy Wheeler

Dawn Eggers

Jodi Thompson

Luciana Morais

Liz Lantz

Laura Walsh

Beth Potts

**Agenda**

1. Understand the team structure and roles of people contributing to content creation as it relates to contact center customer service and IRIS
2. Understand the current content creation process, at a high-level
3. Identify people we can speak to and processes we may be able to observe to gain a deeper understanding of content creation at DMC

**Meeting Notes**

Tim Wheeler

Chief

DMC reports to office of management. They’re the only Veteran-facing division. They have a public contact center with 89 agents.

Treasury, education, and outreach

Debt collections for VA. VBA is primary customer. Some work for VHA and NCA)

Veterans reach out in response to demand notice they received

Jodi and Dawn are assistance chiefs. Have worked up through phones, contact center etc., so get the inner workings.

Dawn Eggers

Assistant chief

Internal content on policy changes or procedures. Disasters. Anything that impacts work or operations, send internal content.

External content. Not a ton, but announcements about facility closings on website; don’t use eGain—not as scripted as other contact centers. Each callers debt and situation is individual. Give customized and personalized content based on person’s situation.

Used to have standardized content (could select and customize paragraphs).

Supervisors under Dawn and Jodi. Supervisors have 10-12 people under them. These aren’t content management teams. They’re contact center agents/debt counselors.

Supervisory level and analysts and quality team handle content creation. Usually analysts write it –there are only a couple articles in KM portal. They don’t have a lot in there.

External relations and outreach team provide some content management. **Another team, Treasury and outreach who manages IRIS site in response to IRIS emails.**

Ops box was taken off website and put IRIS email box instead so it can be more easily tracked. Now that Iris is going away they are transitioning.

Teams get IRIS inquries through secure email – but documents cannot be attached. Veteran can’t include financial report or other attachment. A problem for them.

Currently supporting financial services center. Done by end of calendar year.

Work with Treasury

Work with outside agencies like VSOs and higher education certifying officers

Julie Lawrence, Chief of Operations for Treasury, External relations and Education would be a good person to talk to regarding IRIS.

Types of internal content:

SOPs

Job aids

External content

Web page content (instructions for waivers and re-pays)

Tweets

Julie Lawrence and Jill Anderson write IRIS/external content

Send to “SELT” for review

Audiences

Veterans

Agents

Content for institutions of higher learning

VSO (Veterans Services Offices)

VFW

Disabled American Vets

American Legion

Process

Triggers:

1) Tim gets request from outside his group; Usually something negative happens they have to react to;

2) Protocols for national disasters – after event, Tim reaches out to VBA or VHA to work with them.

Decide Lane: Education vs VSOs, etc

Lane determines who to collaborate with

Dawn and Nichole write draft and share with Executive Leadership Team (Tim and other chiefs within center); send it via email; feedback capture via conversation.

ECC Enterprise Contact Center Counsel and VEO

Don’t have resources to dedicate (like VBA, VHA etc., do)

They don’t use IRIS to publish or to house content

Only 1 article in KM database

Analysts do have access to KM.

Whether they go with that or Sharepoint hasn’t been determined.

Their staff has 2 analysts who have access to publish to KM. They can choose whether internal or external.

Analysts collect calls data, track trends…broad responsibilities. Management analysts who focus on data mining. Support supervisors pulling contact center data against performance metrics. Length of calls, etc. Helps contact centers understand staffing needs, etc.

Updating existing content

Hard to say, when the one article they have out there hasn’t been updated in a couple of years.

Internally

Update standard protocols every two years:

VAMS Veterans access management system

ISO 9000 quality management system. Getting certified.

Sharepoint and website require quarterly reviews—typically done by quality team, send to ELT for final approval

Quality sends to Tim/ECL, they provide feedback, discussion if needed, quality makes changes. Discussions happen via email or live conversations. Documents.

Retiring content

Example: Recently combined 2 job aids. On Sharepoint site, they note under each old Job aid number that two job aids were replaced by a single new one, and link to it.

Working well

Effective collaboration with all stakeholders, including those in other divisions

Challenges

It’s collateral work for everyone, so no single person or team is accountable.

Internal content is an afterthought. So less formal. Inconsistent formats, tone, quality.

Style guides. Yes, they have them and some formatting guidelines. There’s an SOP on SOPs.

Nichole Haselberger works with Dawn and Jody. Reports to Julie.

Kevin Chamberlain