Learning Center Research – NCA

**Date**

10/1/20

**Attendees**

Jay E. Dalrymple

Steve A. Ecker

Lucian Morais

Liz Lantz

Beth Potts

Laura Walsh

**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 NCA

**Meeting Notes**

NCS very diff from other contact centers. Limited scope. Public facing content all about burials.

Jay E. Dalrymple

Director of the scheduling office

Coordinate resources; how to manage business processes; resource management

Just hired a program management analyst

They do own internal training and partner with national training center MOU

Instructional guide and materials for training program will be a focus, along with process improvements

Find solutions that help move forward in building, managing and delivering content

Steve A. Ecker

Assistant Director of scheduling office

Static content that doesn’t change. So his role is a reviewing official for public-facing content.

Currently establishing more formal KM system, but it’s WIP. For now, they do have scripts and training tools.

Lucian Morais

Resources are tight. No designated writers or editors.

Templates, key word strategy, taxonomy all changing and becoming more formalized; reviewing all current content and updating and putting in a central location for access to all employees. May involve a Sharepoint site. Needs to have access by internal parties like cemeteries

Two teams:

**Scheduling team** takes calls from next of kin, cemeteries, etc. Need call scripts for phone etiqueete, plus processes and procedures based on interment requested

**Eligibility team** is if discharge documents etc., around determining if Veteran is eligible. Record requests from diff entities etc. Have final say on eligibility. Processes include if someone is ineligible, they send denial letter with appeal process to family; if Veteran remains are unclaimed, do military service verification and determine eligibility; work with coroners and other officials asking about national cemetery burial; congressional requirements; develop designation of eligibility and send to undersecretary for approval.

Info housed in shared drive. They have their own 800 number with menu tree that sends caller to scheduling or eligibility.

Many calls involve getting info from caller, around scheduling the burial. General questions are pretty basic. So they don’t need a robust database for agents to pull info – like other call centers do.

As laws change, they do need to update content on the website.

Audiences:

National cemeteries are number one interactions.

Funeral Directors

NCA website has checklist.

Scheduling senior supervisory specialist and eligibility division chief handle website updates.

Division chiefs review web pages for accuracy and work with web services team to make updates.

NCA team doesn’t publish own content. They have the NCA website team publish it.

Types of content

* Public facing web pages
* Scripts
* Procedural guidelines
* Forms (cremation, interment etc)
* Training materials
* Checklists

Only use IRIS as end user – to look up info. Don’t publish.

Views system. Application task tracker. Receive congressional inquiries/status updates.

Do not use eGain.

Requests come via email.

Deputy undersecretary of field programs works with them a lot. Frequent email communication.

Feedback – Word doc with tracked changes.

Organization of content is a key challenge. Store in many formats and locations. Nothing formalized or centralized.

Need formal taxonomy and structure that aligns with business processes. Priority for 2021.

Additional roles and responsibilities, staff and stakeholders causing new challenges they are moving to meet.

Style guides are out of date. New ones being developed.

Triggers

Agents get questions that there is no content for.

New service delivery requirements come in, so content doesn’t exist.

Employee training – after 90 days—ask them where they see gaps.

Partner vendors -- MBMS benefits management system is new. Schedule interments for all cemeteries nationwide. Training materials come from a separate team, but NCA will provide feedback. Lives under their help guides in MBMS.

Website – wrong phone number. Found out from users.

Review process depends on type of content:

Deputy undersecretary

Legal team

Informal process through email

After approved, email to web services

Web content could get reviewed by deputy director, division chief, etc.

Don’t foresee moving to a KM site. Will send us a link to the one they have access to. (eGain)

Retiring existing content: Process similar to developing. Triggers include changes in law.

Preview system VAOS. Legacy system.

BTRS team implements changes that are outside web services.

Next steps:

In-dept process walkthrough. Different for website updates than internal content—which differs widely by project.

Jerry and Dan would be valuable to talk to, but they’re busy.

Web services:

Jim Lapaglia, Visual Services Officer