

# CAREGIVER CATHY



“

I filled out everything online. The first time they kept calling my husband for the next steps. I don't understand why they kept calling the disabled person with memory issues.”

Draft - Internal VA - Decision not final

## Omnichannel Personas for Voicebot Claims Assistance

**Caregiver for a Veteran with a TBI; struggling to regain her caregiver designation after changing VAMCs**

Cathy moved with her Husband who is a Veteran from a well-resourced VA to a less-resourced VA and is struggling to adjust her husband's VA needs. She is tech savvy, but still struggles with VA communication because she does not have complete access to Veteran credentials and information needed to complete tasks. Cathy needs support in order to manage her job and her husband's care, but has not yet been approved for VA's Caregiver Support Program. Cathy didn't run into issues with her "Caregiver" status until after her recent move and she needs to know the status of her husbands pending claim status as well as how to fill an increased claim.

Archetype 4:  
Stuck & Desperate

## Technology Comfort Level



**“I got my masters in Information Science.”**

## Channel Interactions



Phone Agent, SMS, Email, Video Call, Voicebot

## Demographics

42 Years Old

Rural

No Disability

## Voicebot Use Cases

- Community Care
- Caregiver Support
- Change of Address
- Accessing Resources

## Pain Points

- Lack of recognition
- Feels unsupported
- Feels belittled
- Having to reregister as a caregiver all of the time
- Feels Disrespected

## What Voicebot can do for Cathy

- Offer Caregiver Support
- Recognize her status as a Caregiver
- Make information accessible to obtain