

# DETERMINED DAVE

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“I am getting overwhelmed with so much data and information that is available online. I have [condition], so it is hard for me to focus and follow through

Draft - Internal VA - Decision not final

## Omnichannel Personas for Voicebot Claims Assistance

Archetype 4:  
Stuck & Desperate

**Male Veteran taking advantage of ‘new-to-me’ VA benefits due to changing health needs**

Dave is having difficulties viewing and submitting his documents in eBenefits. He is not sure which number to call. He decides to call the number listed online for assistance with medical benefits, 877-222-8387. He sees that his claim status was closed but is unsure what that means. Dave needs to request a review and figure out his next steps in the claims process.

## Technology Comfort Level

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“Especially right now in terms of COVID.”

## Channel Interactions



Live Agent, SMS, Voicebot, Email,

## Demographics

64 Years Old  
Urban  
30% Service-Connected Disability

## Voicebot Use Cases

- Upgrade Preexisting claims
- Upgrade disabilities
- New PACT Act claim
- Triage; Transfers

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## Potential Pain Points

- Upgrading preexisting claims is a process he often gets lost in.
- Despite his best efforts he needs to get his service connected disability reevaluated
- Overwhelmed by information

## What Voicebot can do for Dave

- Have a structure in place that can take Dave wherever he needs in an expedited and easy manner.
- Something that is responsive and a “one-stop” shop for any question that arises.
- Feels there is a lack of VA accountability.