

TIREDTATI

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I really didn't expect to ever hear back from them. At least some VA employees are trying to help Veterans. They still just told me they are “working on it”.

Omnichannel Personas for Voicebot Claims Assistance

Veteran with a disability

After years of trying to battle the VA process with limited resources as well as having personal constraints (e.g. overcoming her disabilities, managing time constraints, limited access to the internet, limited accessible information, etc.), Tati no longer feels like the VA is worth the hassle. Anytime Tati tries to update her claims information or submit new claims she gets lost in the process and often gives up. She just wishes there was an easier way for her to obtain information. Her kids have encouraged her to use voice based technology to make her life easier. She has had moderate success using them. She likes checking her horoscope and listening to her favorite music from her smart speaker that she got as a gift during a holiday. Her car has in-car voice recognition but, Tati does even try to use it anymore because it doesn't do what she wants. She has an android phone and will say “Hey Google” to confirm facts when she is out getting coffee with her friends.

Technology Comfort Level



“Some of us [older Veterans] are stuck in our ways.”

Demographics

53 Years Old
Rural
40% Disabled

Pain Points

- Doesn't feel like her needs are met
- Struggles to get to the right directory
- Doesn't understand why she never heard about her claim

What Voicebot can do for Tati

- Friendly conversational AI that routes her correctly
- AI that can generate pre existing claims and decisions
- Proving an AI (Bot) isn't a scary concept

Voicebot Use Cases

- Previous filled claims
- Direction
- Knowing who to call
- Previous settled claims

Voicebot Channel Interactions



Phone Agent, Video Call, Smart Speaker, In-Car Voice Recognition, Mobile Voice Assistant