

# **Omnichannel Personas for Voicebot Claims Assistance**

### Veteran with a disability

to use voice based technology to make her life easier. She has had moderate success using them. She likes it doesn't do what she wants. She has an android phone and will say "Hey Google" to confirm facts when up. She just wishes there was an easier way for her to obtain information. Her kids have encouraged her checking her horoscope and listening to her favorite music from her smart speaker that she got as a gift tries to update her claims information or submit new claims she gets lost in the process and often gives during a holiday. Her car has in-car voice recognition but, Tati does even try to use it anymore because 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 After years of trying to battle the VA process with limited resources as well as having personal 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

#### Doesn't feel like her needs are met Pain Points

- Struggles to get to the right directory
- Doesn't understand why she never heard about her

# Voicebot Channel Interactions





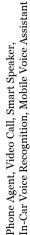












### Voicebot Use Cases

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

## 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