

TRANSITIONING TRAVIS

“

I am not sure who is in the VA and who is not [...] some of the people I talk to are affiliated with DoD and others with VA. There are a lot of acronyms I'm not used to, so I am still making sense of it all.”

Draft - Internal VA - Decision not final

Omnichannel Personas for Voicebot Claims Assistance

Transitioning Service Member in need of VA medical care.

After 8 years serving in the army, Travis is separating from the DoD and in need of VA benefits. It is early in his relationship with VA, and even though he has received some guidance on how to start working with VA, he is still unclear about VA's organization and processes— particularly around medical coverage and financial benefits. As Travis was starting to learn how to navigate but the pandemic put a pause in his plans.

Archetype 1:
New and Unaware

Technology Comfort Level



“I would say I am pretty comfortable.”

Demographics

32 Years Old

Urban

Minor Mobility Concerns

Voicebot Channel Interactions



Phone Agent, Live Chat, Voicebot, Email

Voicebot Use Cases

- How to submit a claim
- Claims eligibility
- Scheduling Appointments
- Intent to file information

Frustrations

- COVID-19 has impacted his transition from DoD to VA
- Struggles to differentiate DoD from VA support now that he is caught in the middle of transition

What Voicebot can do for Travis

- someone to introduce him to VA
- help navigating VA's system to understand his GI Bill, benefits, and other resources now that he is a Veteran
- an agent to put things in plain language, clarify acronyms