Veterans Experience with VA.gov

FY 2020, Q4 Update

Goal Leader:
Dr. Lynda Davis, Chief Veterans Experience Officer, Veterans Experience Office (VEO)

Deputy Goal Leaders:
Laura Prietula, Acting Executive Director, Multi-Channel Technology, VEO
Charles Worthington, Chief Technology Officer

Overview

Goal Statement

VA will measure and improve Veteran Experience with VA.gov using the government-wide drivers identified for measuring customer experience (CX) with the Federal Government.[1] By September 30, 2021, Veterans Experience trust scores (% of respondents indicating a strong degree of trust) in VA.gov, will be at least 90%.

[1]OMB Circ. A-11, Section 280 identifies the government-wide drivers for measuring customer experience

Challenges

VA must incorporate Veteran Experience data in all business processes to drive performance improvements with VA.gov to increase Veterans' trust in VA.

Opportunities

VA will deploy data science analytics based on near real time Veteran feedback:

- To detect trending concerns and predict emerging topics before they intensify.
- To ensure that Veteran Experience insights are actionable to improve VA.gov.
- To increase trust in VA.

As the co-goal lead for the President's Management Agenda, Cross-Agency Priority Goal of improving the customer experience across government, VA will deploy data science analytics based on near real time Veteran feedback:

- To detect trending concerns and predict emerging topics before they intensify.
- To ensure that Veteran Experience insights are actionable to improve VA.gov.
- To increase trust in VA.

The VA's priority goal supports this PMA initiative and helps drive customer experience improvements at the agency-level.

Leadership & Implementation Team

The Agency Priority Goal Implementation Team consists of an integrated, matrixed group led by VA's Chief Veterans Experience Officer as Goal Lead and coordinated through VA's Modernization Initiative Governance Structure, which includes a Digital Modernization Council

Office of Information Technology Management Team

Executive Sponsor:
Charles Worthington, OIT

VA partner(s):
VHA, VBA, NCA, Board of Veterans' Appeals, Office of Enterprise Integration, and other Staff Offices

Veterans Experience Office Management Team

Executive Sponsor:
Laura Prietula, VEO

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Goal Structure & Strategies

In FY 2020 and FY 2021, VA will leverage CX data analytics capabilities used by the private sector to detect trending conversations and predict emerging topics before they intensify in order to enhance the Veteran Experience and increase trust in VA.

VA is bringing private sector best practices to the Department by building CX and data analytics as core competencies, and initial goals in FY 2020 and FY 2021 will be to monitor, track, and analyze overall Veteran experience in VA.gov, which is comprised of 7 elements in accordance with OMB's A-11 Circular: (1) Satisfaction; (2) Confidence/Trust; (3) Effectiveness/Quality; (4) Ease/Simplicity; (5) Efficiency/Speed; (6) Equity/Transparency; and (7) Employee Helpfulness.

Strategy 1: Deploy survey capability for leadership and employees to see trending compliments, concerns, and recommendations on emerging topics regarding VA.gov (i.e., health care services, benefits services, memorial services, etc.) before they intensify.

Strategy 2: Collect data on the Veteran Experience to enhance access and navigation on VA.gov for improvements and decision-making.

Key External Factors Impacting Goal Achievement: VA must engage Veterans, their families, caregivers, and survivors and demonstrate responsiveness to their concerns by institutionalizing the voice of the Veteran across business lines to drive performance improvements and increase trust in VA, including online at VA.gov.

Proposed Mitigation Actions: VA will engage Veterans, their families, caregivers and survivors through key initiatives to drive performance improvement based on CX data and monitor impact of initiatives based on Veteran Experience drivers, including trust, ease, effectiveness, and emotion.

Summary of Progress – FY 2020 Q4

- The VA-Wide Trust Survey, first deployed in FY 2016 Quarter 2 with an initial Trust percentage of 55%, has experienced a net increase of 44% in Trust % as per the most recent data (FY 20 Quarter 4: Trust % of 79%).

- VEO will deploy a real-time CX survey to customers using VA.gov, which enables VA to monitor Veteran feedback about their VA.gov experiences.

- VEO launched 5 customer experience surveys in 4th quarter.

  - VBA Appeals Modernization Survey
  - VBA Education Service Survey
  - Enterprise Contact Center Council: Clinical Contact Center
  - PREVENTS Suicide Prevention Survey
  - COVID-19 Survey

Key Milestones

In order to achieve VA's goal of increasing Veteran trust in VA to 90% by FY 2021, VA established strategic milestones to improve VA.gov by obtaining Veteran feedback with their experiences with the website.

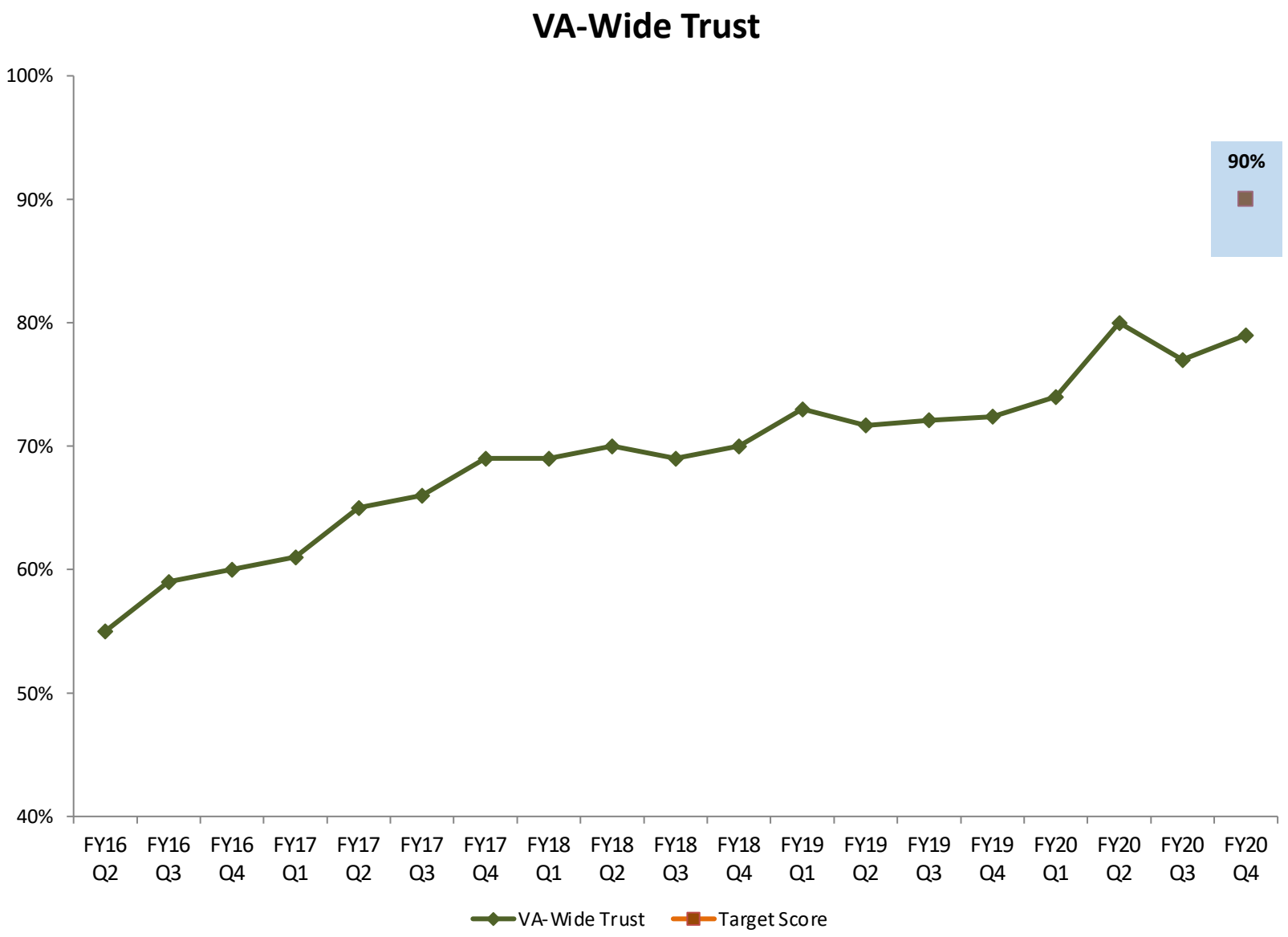
Milestone Summary					
Key Milestones	**Milestone Due Date**	**Milestone Status**	**Change from last quarter**	**Owner**	**Anticipated Barriers or Other Issues Related to Milestone Completion**
Scoping of survey requirements	FY2020 Q2	**Complete**		VEO	Pre-discovery phase: conducting secondary research and SME interviews to understand the subject area and define the direction of human centered design field research
Survey Design	FY2020 Q2	**Complete**		VEO	Technical requirements for survey and dashboards, and development/testing of survey prototypes
Enable role-based access to Veteran experience COTS platform for all VA employees	FY2020 Q4	**On track**		OIT	Integration between Veteran Experience platform and VA's global access list to enable automated role-based access; stakeholder support to use Veteran Experience data to drive performance improvement decisions
Automate measurement and reporting across VA.gov	FY2020 Q4	**On track**		VEO	Stakeholder availability and engagement; data availability/access
Provide capability to see trending concerns and predictions on emerging topics before they intensify	FY2020 Q4	**On track**		VEO	Continued availability of staff; following VA's approach to agile delivery
Begin collecting quarterly data using new capability	FY2021 Q1	**On track**		VEO	

Key Indicators for VA-Wide Trust

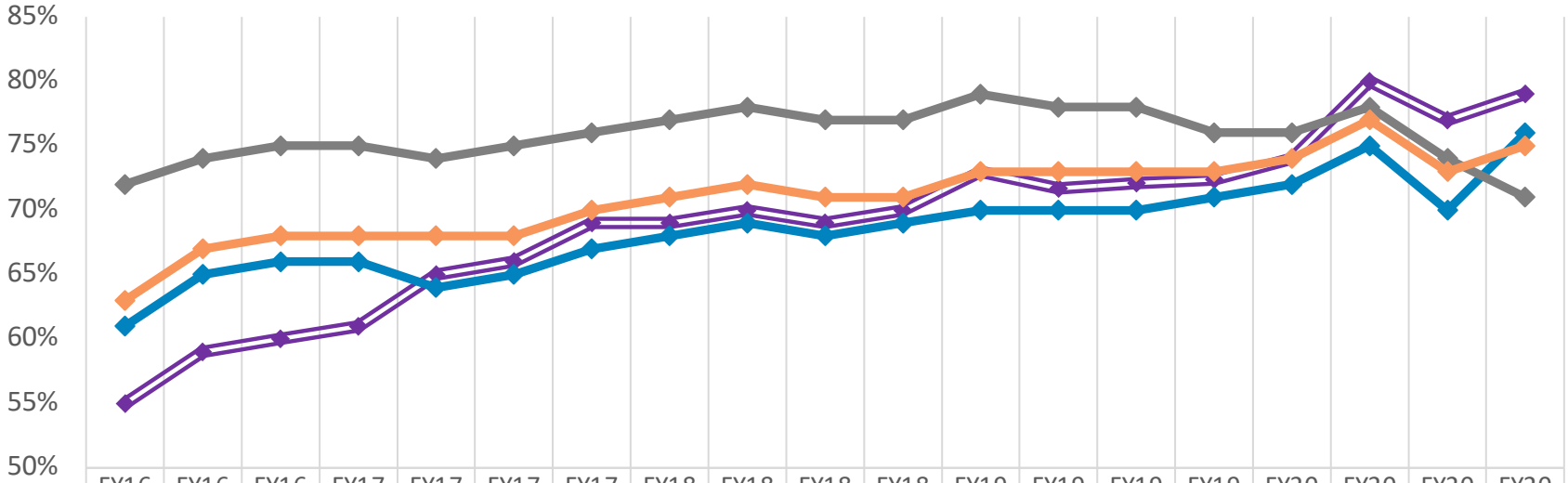
- Factors that contribute to and impact a Veteran's overall perception of trust in VA include ease, effectiveness, and emotion, in addition to other CX drivers captured in OMB's A-11 Circular.
- VA analyzes what Veterans are saying about their navigation and access experience through VA.gov, and the levels of ease, effectiveness, and emotion are anticipated to drive increases in VA.gov trust.

	FY16 Q2	FY16 Q3	FY16 Q4	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4	FY18 Q1	FY18 Q2	FY18 Q3	FY18 Q4	FY19 Q1	FY19 Q2	FY19 Q3	FY19 Q4	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4
Trust	55%	59%	60%	61%	65%	66%	69%	69%	70%	69%	70%	73%	72%	72%	72%	74%	80%	77%	79%
Ease	61%	65%	66%	66%	64%	65%	67%	68%	69%	68%	69%	70%	70%	70%	71%	72%	75%	70%	76%
Effectiveness	72%	74%	75%	75%	74%	75%	76%	77%	78%	77%	77%	79%	78%	78%	76%	76%	78%	74%	71%
Emotion	63%	67%	68%	68%	68%	68%	70%	71%	72%	71%	71%	73%	73%	73%	73%	74%	77%	73%	75%

Historical Trust Scores



VA-Wide Trust Survey Results for FY16 Q2 – FY20 Q4



	FY16 Q2	FY16 Q3	FY16 Q4	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4	FY18 Q1	FY18 Q2	FY18 Q3	FY18 Q4	FY19 Q1	FY19 Q2	FY19 Q3	FY19 Q4	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4
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Emotion	63%	67%	68%	68%	68%	68%	70%	71%	72%	71%	71%	73%	73%	73%	73%	74%	77%	73%	75%

BLUF: Since the inception of the VA-Wide Trust Survey in FY16 Q2, Veteran Trust, Effectiveness, Ease, and Emotion have all risen. Between FY20 Q3 and FY20 Q4, Trust increased 2% from 77% to 79%, Ease increased 6% from 70% to 76%, Emotion increased 2% from 73% to 75%, and Effectiveness decreased 3% from 74% to 71%.

Data Accuracy and Reliability

VA.gov Survey Methodology*:

- Number of Respondents
- Survey Pool
- Mode of Administration
- Sampling Approach
- Frequency of Response

*When the milestones for the survey are finalized, we will elaborate on the data accuracy and reliability unique to this survey.

Contributing Programs

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VA Organizations:

- **Office of Information & Technology (OIT)**: Operates VA.gov and the CX survey software platform.
- **Office of Enterprise Integration (OEI)**: Key integrator of VA-wide initiatives by managing VA governance, VA-wide performance metrics, and VA's open data effort.
- **Office of Public & Intergovernmental Affairs (OPIA)**: Key coordination partner to integrate social media listening capability.
- **Veterans Health Administration (VHA)**: Key partner to seamlessly refer Veterans in crisis (i.e., suicide, homelessness) to appropriate action groups.

Regulations:

- In accordance with the Paperwork Reduction Act, VEO gains OMB approval for survey deployment, which includes non-bias response phone surveys.

Stakeholders

Stakeholder / Congressional Consultations

Internal VA Stakeholders

- Veterans Affairs (VA) Leadership
- Veterans Health Administration (VHA)
- Veterans Benefits Administration (VBA)
- National Cemetery Administration (NCA)
- Board of Veterans' Appeals (Board)
- Office of Information & Technology (OIT)
- Staff Offices

External Stakeholders

- Veterans, their families, caregivers, and survivors
- Veterans Service Organizations/Military Service Organizations
- Congress
- Media