



# Veterans Experience with VA.gov

## FY 2020, Q1 – Q2 Update

**Goal Leader:**

**Dr. Lynda Davis, Chief Veterans' Experience Officer, Veterans Experience Office (VEO)**

**Deputy Goal Leaders:**

**Denise Kitts, Executive Director, Multi-Channel Technology, VEO**  
**Charles Worthington, Chief Technology Officer**

# Overview

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## 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.<sup>1</sup> By September 30, 2021, Veterans Experience scores related to VA.gov will be at least 90%, compared to a FY2020 baseline.

<sup>1</sup>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:**  
Denise Kitts, VEO

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

# Goal Structure & Strategies

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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 Q1 & Q2

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- The seven OMB Circular No. A-11 drivers are: (1) Satisfaction; (2) Confidence/Trust; (3) Effectiveness/Quality; (4) Ease/Simplicity; (5) Efficiency/Speed; (6) Equity/Transparency; and (7) Employee Helpfulness.
- VA-Wide Trust Survey results showed an overall increase of 13% since the launch of this survey in 2016.
- 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 applied the industry best practice of human-centered design to map the Veteran's journey, which will be used to identify the key moments that matter to Veterans in order to measure VA's performance in those areas.

# 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	On track		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	On track		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	

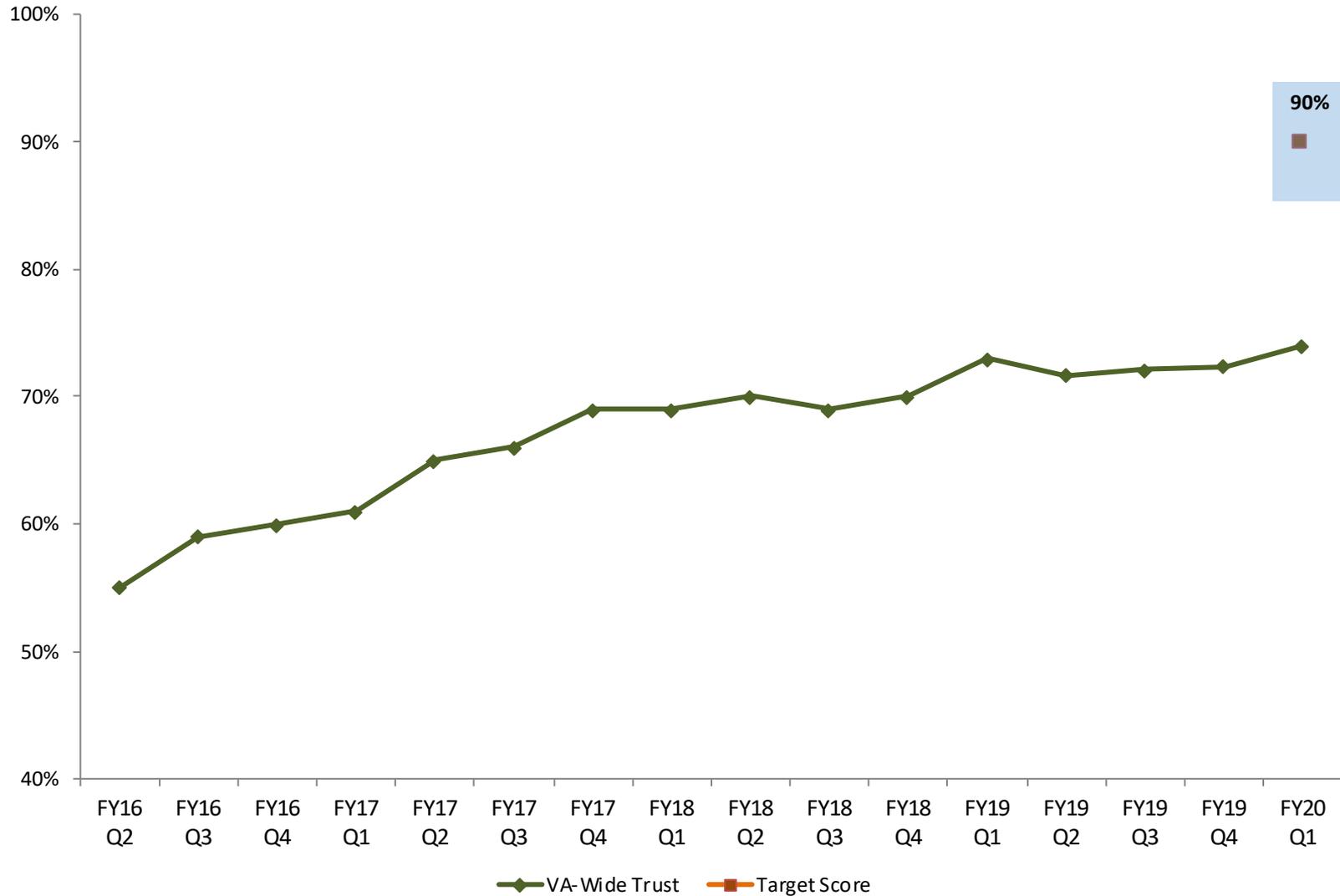
# Key Indicators for VA-wide Trust

- 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.

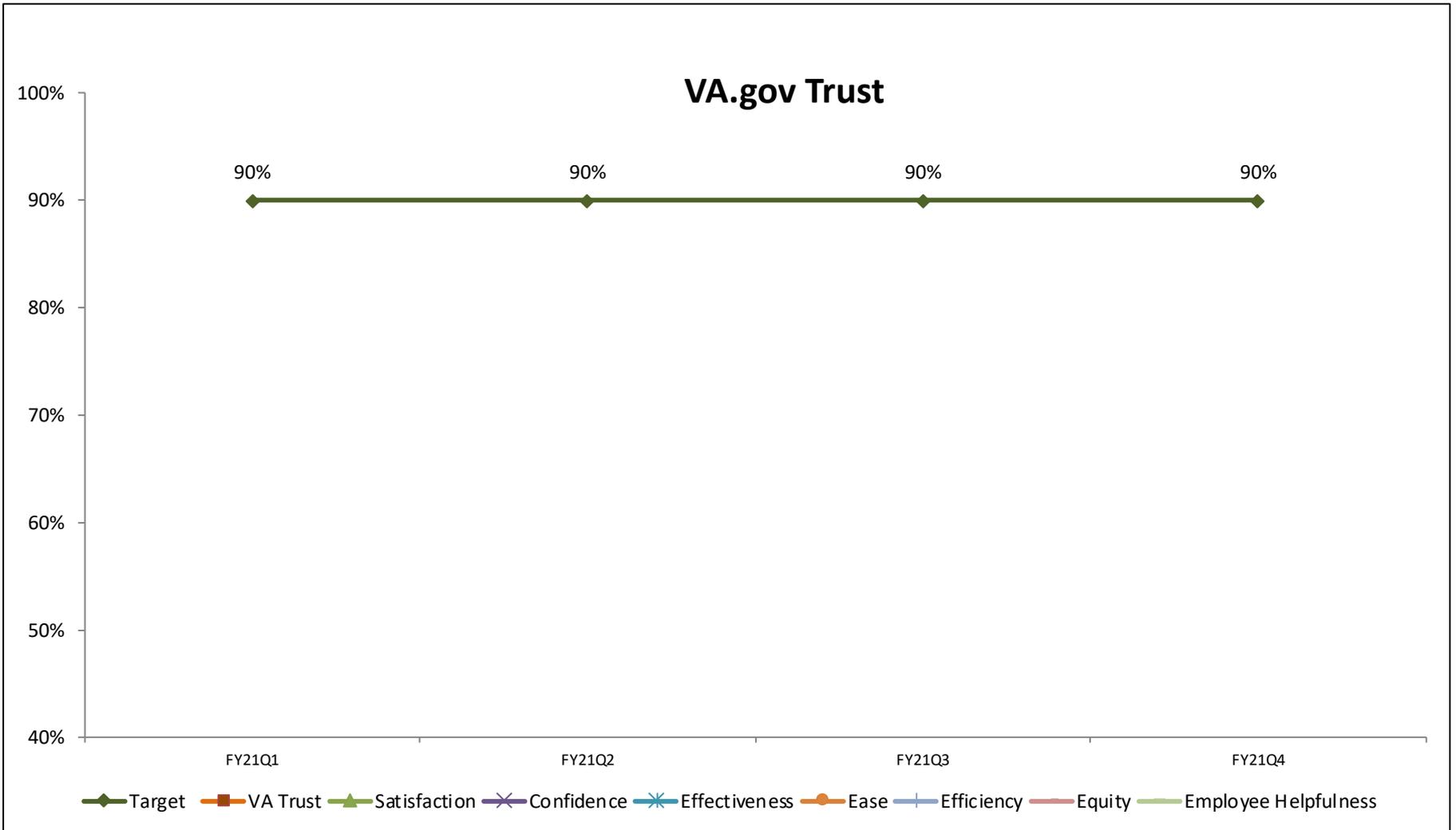
	Oct 2017	Jan 2018	Apr 2018	Jul 2018	Oct 2018	Jan 2019	Apr 2019	Jul 2019	Oct 2019	Jan 2020	Apr 2020	2020 Target	2021 Target
<b>VA-Wide Trust</b>	69%	69%	70%	69%	70%	73%	72%	72%	72%	TBD	TBD	90%	90%
<b>Satisfaction</b>												TBD	90%
<b>Confidence/Trust</b>												TBD	90%
<b>Effectiveness/Quality</b>												TBD	90%
<b>Ease/Simplicity</b>												TBD	90%
<b>Efficiency/Speed</b>												TBD	90%
<b>Equity and Transparency</b>												TBD	90%
<b>Employee Helpfulness</b>												TBD	90%

# VA.gov Survey: Historical Trust Scores

## VA Trust



# VA.gov Survey: FY 2021 CX Scores



# Data Accuracy and Reliability

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## 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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## Contributing Programs

### 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

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## 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