**3. Own The Moment \_ VSignals 101 \_ Identify Response Data and Extract Coaching Session-20220908\_130259-Meeting Recording**

0:11  
All right.

0:11  
And I am officially good to go.

0:12  
So thank you, Alfonso, for getting us started today.

0:15  
And thank you all for joining our session.

0:17  
My name is Donna Richardson.

0:19  
I work in the National Veterans Experience office.

0:21  
And please don't be afraid of the fact that my title does have Patient Experience branch G for consultation in there.

0:29  
I am detailed over to help Alfonso and Steve here in VBA.

0:33  
So that is why I am chatting with you all today.

0:36  
And in particular I have the pleasure of introducing you to the Only Moment workshop and the Veterans Signals dashboard.

0:45  
So we are going to jump right in.

0:47  
I will say that this is meant to be a little bit of a interactive session as well.

0:51  
So I'm going to ask you some questions and that's not me asking like philosophically into the ether.

1:01  
I'm actually looking for some engagement, if you wouldn't mind helping me out.

1:05  
And it's your choice if you want to use the chat box or come off the mute.

1:11  
It is your choice jumping right in first and foremost that there's the first thing that we really want to talk to you today is about that On the Moment Workshop.

1:22  
Just for my own curiosity, have any of you had any introduction to the On the Moment workshop or the guiding principles or the concepts that are introduced in those OTM workshops before does not sound all right, perfect.

1:47  
I think we did the, it was several years ago, but we did what right when Veo was formed we did the we did a Journey map, Veterans Journey map and I think that included own the Moment.

1:59  
I think the company was Frog that was doing the human centered design and did the interviews, but I'm not sure if that's the same thing.

2:05  
It's very close.

2:06  
So this morphed out of that original design.

2:09  
Well done, yeah.

2:11  
And you will see a journey map in here too.

2:13  
So you are right, on par on the moment is really an opportunity for us in VA.

2:21  
And the reason I'm giving you what Alfonso's mentioned as this is the OT Ambilight.

2:27  
The real workshop here is a couple hours long.

2:29  
It is interaction interactive and unfortunately the original design is primarily focused around VHA.

2:37  
So we aren't actually working with VDA now to create a set of I believe it's eight 15-minute micro sessions to really introduce everyone to these topics.

2:48  
And by going through this today you will have already had a head start here.

2:53  
The only moment workshop is an opportunity for us to talk to VA employees about what do we talk about when we say the VA way.

3:02  
And so that is my first question to you.

3:04  
If I were to say, oh, that's the VA way, what do you hear?

3:09  
What are you feeling and what are you thinking is, is it a good thing, bad thing?

3:19  
So it depends on perspective.

3:21  
And you know, I I usually first put my myself into the shoes of our customers and at least in our program, we often hear there's red tape involved, red tape and mediocre communication.

3:36  
However, internally, my impression is total opposite.

3:43  
Yep.

3:44  
Any others?

3:54  
Sounds like everybody else is saying, oh, we actually love the VA way.

3:59  
This is what we're known for.

4:01  
I promise I'll make stop making impressions soon.

4:06  
Nobody else, OK.

4:08  
But I'm I'm kind of along that that line that you already mentioned.

4:12  
It's sometimes comes with the red tape that negative connotation that's affiliated with something that said by our customers, those those veterans who have had a pain point in their interactions with us.

4:25  
And what we are trying to do with on the moment is we at the end of the day want to reframe and rebrand the VA way.

4:34  
We are working to, to help employees remind employees that when you hear the VA way, we want you to think of our I care values, we want you to think about our we care behaviors, our Salute service recovery model.

4:49  
And all of this is built on the bedrock of three guiding principles.

4:55  
And that's what we're going to introduce to you today.

4:57  
We're going to talk about what are those guiding principles and how can they influence your work.

5:05  
Because at the end of the day, we are one team.

5:08  
We are all in this together, and it takes all of us to fulfill our shared purpose of building back trust and creating those lifelong relationships with veterans, their family members, caregivers, survivors, even active service members and supporters.

5:25  
There are a number of customers that are depending on us for our services, and this is an opportunity for us to think about, well, what is your job entail and what happens if your job isn't here.

5:39  
And since, you know, looking at some of the descriptions of who we have here today, what happens if we don't help veterans with getting specially adapted housing?

5:52  
What happens if we don't help veterans with insurance?

5:56  
What happens with veterans if we don't provide educational opportunities after they've transitioned from service?

6:05  
Then we become any other organization out there.

6:09  
But that's not VA That's not our mission.

6:11  
Our mission is really to come together to help the entire veteran, their family, their caregivers.

6:19  
It is one team, one fight and when we think of how we interact with our customers, what we find is this on the screen.

6:30  
This is actually the the industry definition of customer service, ease and effectiveness.

6:37  
I got the services I needed and it was easy to get the services I needed.

6:42  
At the end of the day, if you want good customer service, this is what you need.

6:47  
My example here could be I I have a car.

6:52  
I need an oil change.

6:54  
So what do I do?

6:55  
I go to the 10-minute Prompto service that's, you know just down the road from there, I don't need an appointment or anything.

7:03  
It's kinda you just get in line.

7:04  
You pull up when it's your turn, they get you in and out in 15 minutes, you pay and you're done.

7:09  
So is it effective?

7:10  
And that I've gone to Prompto, I've got a an oil change.

7:15  
Yeah.

7:15  
Typically leave there with an oil change and is it easy?

7:19  
Yeah, it is easy.

7:21  
But for you when you think of customer service, this is nice, but this is not going to entice veterans to stay with VA and to continue choosing VA for their services.

7:34  
What do you think the difference between customer service and the customer experiences?

7:40  
Do any of you have any examples or any sort of any inclination as to what that difference might be between customer service and customer experience?

7:54  
Well, I'll take a stab at it.

8:03  
The, I think customer service is what we do.

8:06  
Customer experience is how the veteran receives it or ingests it maybe or the reaction love that.

8:16  
Are you sure you haven't been through in the moment yet?

8:20  
Yeah, it's just such great training.

8:21  
I'm picking up on it.

8:22  
So easy.

8:25  
Well, because you kind of stole my Thunder.

8:27  
It is.

8:28  
It is that veteran's perception of that encounter and how they were treated and what they are thinking and feeling at that time.

8:40  
It's adding emotion.

8:42  
So the three dimensions of a customer experience are effectiveness, ease and emotion and making that person feel like a valued customer.

8:54  
The with my sticking with my oil change example.

8:57  
So I will admit I I drive a bit of a fancy car and so I don't actually take it to prom.

9:03  
I am that person that still takes it to the dealership and I do that because our dealership makes it easy.

9:10  
I still don't need an appointment.

9:12  
I can show up any day of the week.

9:15  
They their their oil change windows are from 7:00 AM to 9:00 AM.

9:20  
So you don't need an appointment, you just need to roll.

9:21  
You just need to show up.

9:23  
It is effective that they get you in very quickly.

9:27  
Not, but not only will they change your oil, they go above and beyond to make me feel like a valued customer here.

9:34  
They will top off all the other fluids.

9:36  
They'll even do a quick vacuum of the car.

9:38  
They'll take the car mats out and they'll wash them really quickly and for a few extra minutes they'll actually send the whole car through the car wash.

9:48  
All while I'm waiting, I'm invited to sit into in a nice lobby.

9:53  
In that lobby there are free pastries, There are fresh pastries, which is even better.

9:58  
There is a cappuccino machine.

10:00  
There are bottled waters.

10:01  
There are new magazines, there are work carousels, there are TV's set around the lobby with in waiting area with different remotes so we can control what we're watching.

10:11  
And it really is a nice and lovely environment.

10:16  
And turns out it's actually only 10 extra dollars to go to the dealership to get this done than it is to go to Prompto.

10:25  
So why would I go to Prompto if it only takes a few extra minutes and it only costs a few extra bucks when I feel like a valued customer at that first place?

10:35  
The answer is I do.

10:37  
If I go to the dealership and that's why they make me feel like a valued customer, to put it in a veteran perspective, I will actually share sort of an emotional story for myself.

10:50  
I am not a veteran myself, but I joined the VA seven years ago for personal veteran reasons.

10:59  
I have lost four uncles, all veterans, to suicide.

11:04  
And four years ago, I was living in DCI, was working at a different administration, at different agency.

11:11  
And I was thinking, oh, you know, my family's home, they'll they'll figure things out.

11:18  
You know, they at this point, they always do, but they'll reach out if they need help.

11:23  
Turns out my family actually did need help.

11:25  
So I left DC, moved home.

11:28  
And when we lost my last uncle, it was a moment where I was like, I need to step up.

11:33  
So I told the family, hey, I will handle all the funeral plans.

11:37  
I will, I will get this done.

11:39  
It was actually my very first week on the job at the VA when I had to tell my boss, hey, I apologize, I need to take some annual leave immediately to go to meet the funeral director in the the morning.

11:54  
When I met that funeral director, I stopped in and I was like, hey, you know, I'm new to this.

12:00  
I don't really know what I'm doing.

12:02  
And it was a very sweet elderly gentleman and he instantly tried to connect with me.

12:08  
He was like, oh, you know, you're from this area, right?

12:10  
You know, I think I used to coach your, your sister's soccer team and, you know, really small community in Maine.

12:15  
Turns out I usually did know the family.

12:18  
And he's like, you know what?

12:19  
I'm going to tell you all the information you need.

12:21  
I will need you to make some decisions and just get back to me later today.

12:26  
Walking into that appointment, I didn't know what to expect.

12:30  
I had brought my two laptops.

12:33  
I had brought my multiple phones.

12:34  
I was clearly just like responding to text messages because here it is the first week of job of my new job and I'm, you know, I'm already out of the office.

12:43  
So I'm trying to respond to things, but I'm also trying to keep myself busy so that I'm not crying in the Funeral Home.

12:49  
This this sweet gentleman who the Funeral Home director he saw me trying to struggle with all this and he made it as easy as possible for me.

12:57  
He said here's what I need you to get back to me with.

12:59  
He hand wrote a note with the questions I needed to answer by the end of the day.

13:05  
I said thank you and I drove up to togas.

13:08  
If you haven't caught on, I live in Maine.

13:10  
Sorry.

13:11  
And you know later that day I was like, all right, you know I'm going to stop in I, you know this.

13:17  
He needs to chat with me again.

13:19  
So I stopped in on my way home, and on my way home a couple hours later I actually get a text message from him, this Funeral Home director.

13:28  
He had to have been in his late 80s and I was like, this is great, I could just send messages to him and I don't even need to stop in.

13:39  
So I quickly respond via text.

13:42  
I'm driving home cuz I have an hour over an hour commute and, you know, a few minutes later, okay, it was actually like 20 minutes later I get another text message.

13:51  
And I am at this point, I'm almost by the Funeral Home.

13:53  
So I'm like, oh, I'm just going to swing in.

13:56  
I get there and the wife of the funeral director sees me pull in.

14:02  
She meets me at the door and down the steps to the entrance and she's like, hi Donna.

14:08  
You know, I'm so sorry for your loss.

14:10  
I I just I as we go in and you know thank you for for chatting with my husband.

14:14  
I just, I have to tell you something and I am getting worried.

14:18  
I'm like uh oh, you know, am I going to cry?

14:20  
What's going on?

14:21  
Did I do something wrong?

14:22  
You know, I'm just trying to set up arrangements for my uncle.

14:26  
She said it took her husband 3 hours to send that text message.

14:33  
He had a flip phone.

14:34  
He's in his late 80s.

14:36  
He had never sent a text before.

14:39  
He never he had to.

14:40  
He physically went to the AT&T store to even see if he was able to send a text message to me because he didn't know what his plan had on it.

14:50  
And then, you know, if you remember those old phones, it was when you had to hit the button multiple times to get to the right message to the right letter.

14:58  
And so he wanted to make sure that the the text he sent to me had perfect grammar.

15:03  
It just I broke down.

15:05  
That moment was the moment where I have never felt anybody has taken the time to connect with me at such an emotional level that made me feel like a valued customer.

15:17  
I cried more at that moment than I did actually, with being overwhelmed with everything that I was trying to deal with.

15:27  
But I know if anything else happens with my family, I will always go back and give this man my business and I will tell everybody I can as well in my community.

15:38  
And it really allows us to to be.

15:41  
It allows Maya Angelou's quote here to be really illustrative.

15:45  
And she said, I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

15:56  
And that is what we are trying to do.

15:58  
We are trying to show our customers that emotion and that we value them and we want them to choose us for their care.

16:10  
So we are actually going to transition.

16:13  
This is not where I'm going to show you a Camp Lejeune video.

16:17  
But I'm there was an ad up for it.

16:20  
And because we're going to move right along and can one of you kind of just in the chat box let me know if you can hear this Okay too.

16:33  
But we will hit play.

16:38  
I'm that guy that that was homeless at the age of seven.

16:43  
I'm that guy that that watched a guy that he'd play basketball with every Saturday or Sunday, die in a fire in the middle of the middle of the desert.

16:54  
I'm that guy that is going through bankruptcy and I have no idea where my next meal is going to come from.

17:09  
I don't look injured.

17:15  
I I do walk with a little bit of a limp.

17:18  
I do, you know, I have shoulder problems and so forth, but you know, I don't have any visible scarring.

17:25  
When they did the brain surgery, they went through my nose.

17:32  
I lose words, but I cover it.

17:34  
I I'll never be where I was.

17:51  
My name is Ryan Kaufman.

17:53  
I'm an Operation Iraqi Freedom, Operation Enduring Freedom, United States Army veteran.

18:00  
There was an accident and we lost four guys.

18:04  
Guy that slept in the same same little bunk room as me.

18:08  
He didn't come back the next day.

18:14  
Some of the worst days I have are when I'm just sitting in the dark thinking about, thinking about that guy, you know, and him screaming over the radio.

18:24  
And we were just supposed to shake it off and move forward.

18:28  
And I didn't know how to do that.

18:33  
My name is Alana Duffy.

18:35  
I'm an Army veteran who lives in Manhattan.

18:41  
I was about four months shy of 10 years when I was medically retired for combat injuries.

18:47  
I was hit by an i.e.

18:48  
D in Iraq back in 2005.

18:56  
I have migraines starting that day, nightmares starting that day.

19:03  
My vision was going my I was not myself.

19:06  
I had no memory.

19:07  
I was writing things down all the time.

19:10  
Sticky notes were everywhere.

19:15  
I still have double vision.

19:17  
I I still catch something out of the corner of my eye at the same instance that I had a pothole.

19:22  
And, you know, all of a sudden, I have no idea where I am.

19:29  
I have a doctor tell me all the time, Ryan, you're in.

19:31  
You're in the middle of Nebraska.

19:32  
You're in the United States.

19:33  
You're not on a route somewhere in the Middle East.

19:35  
That's easy to say.

19:37  
I really wish I could get that mechanism in my mind to switch.

19:42  
The days that that switches off are some of the best days of my life.

19:47  
Every time I thought about it, a piece of me would grieve for what I had.

19:55  
What I had was 300 men at any given moment that that had that had a phone call would show up at my door and make sure I needed to go where I needed to go.

20:08  
And I didn't have that anymore.

20:10  
I felt alone and I felt isolated and I felt disconnected and and I would end up homeless two times just because I could not connect in civilian life.

20:28  
That I, Ed ended my career and it ended the life that I wanted and it ended the life that I knew and it ended everything that I had.

20:38  
To me, I know what everything that I've lost.

20:41  
But the VA sees me as like, no.

20:43  
Well, you're OK You guys don't get it.

20:46  
That's not good enough.

20:48  
That's not where I was.

20:51  
I built these bricks around me.

20:54  
I just built this wall and then I cut everybody off.

20:59  
Then your friends start falling off 1 by 1 and your family doesn't know why you've changed.

21:06  
The anger gets worse and then it comes out when you least expect it.

21:13  
And it may be that this appointment, my mental health provider is going to keep me stable for the next week, and she's out today.

21:25  
And now what the hell am I going to do?

21:28  
And I get ugly.

21:29  
I start demanding I become entitled.

21:33  
I mention how your system sucks.

21:35  
Start talking to you as if you are the system.

21:39  
What you don't see is that I've been up since 2:30 this morning with a crying baby.

21:45  
And what I don't see about you is, is that your dad has cancer.

21:48  
He's been sitting in the hospital for six weeks, but you got to come to work anyways, and you're sitting behind the counter and you're just holding it together by a string.

21:56  
This whole VA employee veteran thing goes both ways.

22:02  
I think that a lot of people at VA really care.

22:04  
I think that they do care about the person.

22:07  
I think that they do care.

22:09  
You know that, you know, I show up and I'm in pain and they want to fix that pain and they want to help.

22:16  
And it's not an overnight process.

22:18  
And I hate going to therapy every single time.

22:21  
And my therapist knows it.

22:23  
And I've found that a lot of the best types of therapy is in helping others and in helping my fellow veterans and in helping the community, because it helps me remember that there's something bigger that I can still contribute to.

22:39  
And what the United States military creates is a covenant.

22:48  
I got your back and you got mine.

22:51  
And there's nothing else needs to be said.

22:54  
And that's not something that I have been able to find anywhere else.

22:59  
And I think every single veteran in this country is looking for that.

23:10  
I've watched a fellowship of veterans grow around me and and I want it for every single person that I come in contact with.

23:19  
I found that I can become a father, I can become a husband, and I can become a voice and advocate, and I'm going to make a difference.

23:33  
I look at my life now as steps towards where I'm going.

23:39  
I still don't quite know where that will be.

23:45  
I think I'm still going to be figuring it out, possibly for the rest of my life.

23:50  
That doesn't scare me as much as it used to.

24:06  
All right, I would love to know your feedback on that video.

24:10  
Is there anything that stood out to you all?

24:16  
It was powerful and it really pointed out the importance of what we do at the VBA.

24:23  
Oh yeah, absolutely.

24:26  
I concur with that.

24:28  
Yep.

24:30  
Were there any key points that you really liked or that might have been unique for veterans to recognize?

24:41  
You know, it just seems to me that these two people are following the track that a lot of veterans follow.

24:51  
It's a story that I've heard before.

24:55  
And to engage to have veterans engage in veterans, I think is one of those things like you don't know until you've been there, but once you've been there, you can relate.

25:13  
So it kind of helps the process,'s goal is to right now we're not even close, but the goal is to get at least 40% of our employees are veterans.

25:27  
Yep.

25:29  
One of the things that I also love about this video is that it does reiterate that you know I think I think it was Lana who said you know I look fine but I'm not you know you mental health issues or not to something or not all wounds are visible is another way of saying it and I like I like that, Ryan admitted.

25:52  
It's a two way St.

25:54  
you know you don't know that I've been up since 2 with a crying baby and what I don't know is that your your father might be dying of cancer is somebody with an infant at home.

26:04  
I appreciate that.

26:07  
Yeah, I I think it does allow us a great opportunity to recognize that emotion is something.

26:15  
So that that element to add into our interactions with veterans is an opportunity for us and it actually transitions nicely to this.

26:24  
If you haven't seen this before, this is something called the Disney model, Disney and now VA We are reminding our employees that there's a front stage, a backstage and a moment when we are on stage.

26:40  
And I encourage you all to remember this in the sense where the front stage is the is the the veteran, the customer.

26:48  
I do say veteran, but I do mean their family member, a caregiver, supporter, etc.

26:53  
I think of my own father-in-law who's a veteran in has never once filled out any paperwork or surveys.

26:59  
It's always my mother-in-law that does that.

27:01  
So I think of them as a package.

27:03  
But that veteran experience, that's what the veteran is thinking and feeling and doing prior to even interacting with us or even after they've interacted with us Backstage is the employee side of in perspective.

27:18  
This is what us as VA employees, These are what we are doing, what we are thinking and feeling and doing.

27:24  
And that could be everything from logging into the multiple computer systems that we have.

27:29  
Or oh wait, my computer's not even working today.

27:32  
So I have a refresh and I have to reboot.

27:35  
There are so many technical things that can go wrong, even down to the fact that, hey, you know, I just again, getting to the fact that I have an infant at home, this is an opportunity and I need another cup of coffee.

27:45  
So turning on the coffee part for the the office could be something that we do backstage.

27:51  
Veterans don't necessarily care about that backstage and they don't need to know.

27:57  
What we they need to know is that when we meet in the middle, when we are on stage, that is an opportunity for us to own the moment.

28:06  
That is where we make it easy, we make it effective, and we are connecting in an emotionally resonant way.

28:17  
And it just so happens that the three dimensions of a customer experience, emotion, ease and effectiveness align with the three guiding principles of On the Moment.

28:28  
The guiding principles are connect and care, guide the journey and understand and respond to needs.

28:35  
So this is the bedrock of the new VA way.

28:38  
We want you to connect and care with your customers.

28:42  
Connect in an emotional way, guide their journey, make it easier for them and take the time to understand and respond to needs and ensure that we are effective in our interactions.

28:57  
I'm gonna be really quick here cuz I wanna leave time for the actual V signals demo.

29:02  
But connecting care.

29:03  
There are suggestions of what we can say, do and what the veteran may feel.

29:08  
So if we connect and care, make sure you're smiling and making direct eye contact.

29:14  
Make sure you're sincere in your language and in your body language when you are meeting people face to face.

29:21  
You know if I'm even smile if you're on the phone.

29:24  
So if I'm calling a veteran to do service recovery, one of the tactics that they actually recommend is that you smile while you are on the phone.

29:32  
They say that you can hear it.

29:34  
You can hear that tone that allows the veteran to feel welcomed, acknowledged and respected.

29:41  
So that's getting connecting.

29:42  
Care is getting to the emotion, understand and respond to needs.

29:47  
So what we can do serve to purpose, principles and values rather than the function.

29:53  
Put the customer needs first.

29:56  
You can say something like let me clarify what I think you said.

30:01  
You know, showing you're actively listening without interruption.

30:04  
Interruption allows that veteran to feel heard, acknowledged and supported.

30:10  
And the last one, guide that journey all about that ease.

30:16  
Don't assume the veteran understands the system and processes.

30:20  
I've been in VA 7 years and I still don't know the process.

30:24  
So some of the things that we can do to help that veteran and guide their journey is set better expectations for them.

30:32  
Here's what will happen next.

30:34  
If If you know something's going to take some time, describe that process for them.

30:40  
This is what needs to happen before you will hear from us again.

30:43  
You can explain that way.

30:45  
And that helps the veteran feel that they are cared for, they are important, they know where they stand in the process, and that they trust us to follow through.

30:56  
All of those 3 guiding principles, again, are built on our on the bedrock where we are holding up to our eye care values, we care behaviors.

31:07  
If this is new to you as well, make sure that when you are interacting with veterans that you're welcoming, you're explaining who you are, you're connecting with them, you're actively listening, you're responding and expressing gratitude.

31:22  
And we know we don't always get it right.

31:25  
And when we do need to do service recovery, use salute.

31:29  
This is a way for us to acknowledge our errors, to honor the veterans, say hello, apologize for the situation.

31:37  
Listen, understand, take action and express gratitude.

31:44  
That is the VA way.

31:46  
All right.

31:47  
Well, that was rapid cycle on the moment.

31:49  
I I apologize.

31:50  
I think it's probably the fastest I've ever gone through that.

31:53  
Thank you all for bearing with me.

31:56  
I am quickly going to transition to these signals to do another little demo here.

32:01  
But before I even jump into these signals, I want to tell you the little bit of a history here and how we got to the V Signals platform.

32:08  
As I mentioned, I'm in the National Veterans Experience office and the vision of VEO is to leverage data, tools, technology and engagement to enable VA to be the leading customer experience organization in government so that service members, veterans, their families, caregivers and survivors choose VA.

32:25  
We're on a mission to build back trust of veterans, to build back that trust.

32:29  
We wanted to get back to basics and reimagine our image and the delivery of our services and benefits.

32:36  
And when we started our journey, we saw ourselves as these separate administrations.

32:41  
But when we actually talked to veterans, they said, well, aren't you just one VA?

32:47  
So we use a Human Centered design approach.

32:50  
Human centered design or HCD is a creative approach to problem solving that involves the human perspective in all steps of that problem solving process.

33:01  
HCD does start with a what's called the design challenge.

33:06  
That a statement that's typically in the form of, well, how might we do this?

33:13  
That statement allows us to to think through what is the problem we're trying to solve, What's the impact we're trying to have?

33:21  
What are some of the possible solutions to the problem?

33:24  
What are the context and constraints that we will be faced facing?

33:28  
Sorry, and does the original question or statement need to be tweaked after going through all those aspects?

33:34  
But Human Centered Design is a great way to talk to humans to solve human problems.

33:42  
HCD is also used to design journey maps.

33:45  
We've already talked about this at the beginning too.

33:48  
So journey maps are a visual, visual set of common moments that display the phases of interaction that veterans have or customers have with us.

33:58  
They identify bright spots, those things that are going well with the VA and those interactions and their pain points, opportunities for improvement at the end of the day, they also identify moments that matter most to our customers.

34:11  
We we've realized that we can't fix everything, but there are some most influential points and interactions that are our biggest opportunities.

34:24  
Once we've identified those moments that matter most, we design measures around them.

34:29  
And for our terminology today, it's, if you'll notice ease, effectiveness and emotion.

34:35  
They are the three dimensions of a customer experience and the backbone of the guiding principles and own the moment they are our actual measures that combined will impact the overall trust our customer has with BA.

34:50  
In the V Signals dashboard you're gonna see this.

34:54  
You might see some references to the A 11 domains and just to briefly tell you what that is.

35:00  
So the OMB Office of Management and Budget has a circular called the A 11 and in Section 280 it instructed all federal agencies to create a customer experience framework where we are measuring and improving upon our service delivery.

35:15  
And so we use these signals to report to this a 11 circular.

35:20  
And what we've done is through these signals we are measuring the journeys that we've mapped.

35:28  
And to show you what that looks like, I've I'm using education.

35:32  
Hope there is nobody on education that minds me using them as an example here.

35:36  
But this is just an example of one of the many journey maps that we've gone out through human centered design and designed.

35:42  
This is you can see the different phases here applying for education benefits going to school, but the ones that are kind of bolded, these are moments that matter most to these customers as they interact with the VA from here.

35:56  
This map is really big so I can put it on two slides.

35:59  
If you look down at the bottom, we didn't have measures that design around them.

36:05  
That is where we got these survey questions.

36:08  
So we aren't just creating survey questions for the sake of creating surveys.

36:11  
They are actually strategically aligned to measure what matters most and to see how we are doing on what matters most as such, because it wouldn't be fun if we didn't ask you all to do something, Alfonso is going to share a template with you all.

36:28  
After this presentation we would love for you to follow up and draft some some human centered design typed prompts that you can use once you do these service recovery calls.

36:39  
These typically we ask you to use open-ended questions.

36:43  
They allow the respondent to provide context and elaborate or expand on their experience.

36:49  
And some examples of what those might start with would be how might we improve your experience?

36:55  
What was your experience like?

36:57  
Why do you like this?

36:58  
What do you not like about this that allows them to really to answer in a way that's other than yes or no about these signals V signals?

37:08  
There are currently over 140 surveys that are active in the platform that is VA wide.

37:14  
So there are specific surveys for BBA, the board, NCA, VA wide and VHA.

37:21  
It is purely an electronic mechanism.

37:24  
The veteran must have an e-mail in Vista or My Healthy Vet to be eligible for these surveys.

37:29  
They are sent these electronically on certain days of the week when they are pushed out from the system.

37:37  
If a veteran responds to one of these surveys, depending on the interaction that they've had with us and they've been randomly sampled to receive the survey, they will be put into a quarantine.

37:45  
So we are over oversampling them and if you've never looked in the system before, I'm going to give you a demo in just a SEC.

37:54  
But this is kind of the layout.

37:55  
You can see which dashboard you're on from the top right hand corner you can look at.

38:01  
You can save bookmarks, you can export information here at the top.

38:06  
These are called your tabs, these are your subtabs.

38:10  
So each of these tabs has different set of subtabs.

38:13  
These are the filters that have been selected and then you can expand and condense the filters here.

38:18  
But there are many filter opportunities, which is really nice and a good thing about this system.

38:25  
Just to show you some other things that you'll see in the system, there are response rates.

38:28  
You can see how many surveys are being sent, how many are responding.

38:32  
You can see different demographics.

38:34  
Sometimes veterans choose to share their demographic data with us, which is really nice, allowing us to segment based on age, race, gender, ethnicity.

38:47  
You can do a lot of comparisons and benchmark how you're performing month to month against other regions.

38:57  
In particular, a lot of the service recovery we're gonna talk about is gonna be under this live feed in search, so the top tab right at the top once you've set some filters.

39:07  
Again, I recommend you will save some filters for this if you're gonna be doing for pulling out those call lists, but that live feed and search does have the ability to really see what we would call the contact card they would be.

39:20  
Each of these are all different respondents individually.

39:23  
If you click on that survey type, that would actually populate as a link.

39:27  
It would show you how that person responded to all the surveys, which survey they got and there's a lot of really great information in that contact card.

39:36  
We are gonna recommend that this is all based on your specific line of business sampling pan, but that you do export the data weekly.

39:45  
Again, it's up to the line of business, but that's just our recommendation and back to the why before I really jump into these signals.

39:54  
Our goal is to improve the trust of veterans and doing something with the information they have provided us isn't is basically our obligation.

40:03  
It is an opportunity for us to not only do service recovery on those where we're not quite meeting their expectations or they are confused about the process.

40:14  
It is an opportunity for us to own the moment with these veterans so that we can make things right and have them choose VA.

40:22  
With that, I'm gonna do a quick demo.

40:27  
I apologize this is rapid fire.

40:36  
I hope you all are hanging right in there with me.

40:42  
All right, so I in the chat box, I would love to know if you all have access to these signals and if you've looked at the system before, cuz that'll kind of shape, shape how I go through this.

40:54  
But first and foremost I will say, as you can see I'm brought to the outpatient dashboard.

40:58  
So to change my user role.

41:01  
Ohh, I've got it.

41:02  
No.

41:02  
OK good.

41:03  
So I'm instantly gonna change my user role.

41:05  
I will I will stick with education service because it was my journey map that I used.

41:13  
I hope that's OK.

41:15  
So once I'm in the system I and you can see, so as I mentioned I was in national, so I have access to all of these different VA VHA Board surveys.

41:25  
You probably will not have all these different surveys, so don't worry about that.

41:29  
But you'll know which survey you're on based on the what is displayed above your name.

41:34  
As I mentioned, here are some bookmarks that you might want to save that export function.

41:38  
This is going to be your friend later on on the Education Service Survey dashboard, which I'm looking at, these are the various tabs available at the top.

41:48  
For our purposes today I'm going to drive right into the live feed and search because I wanna be sure I have enough time to show you all what we're gonna be doing.

41:56  
I wanna make sure you know how do I to identify the data and extract it.

42:02  
So as I mentioned, this little button here will allow us to collapse and expand from here.

42:08  
You see my current filters are for current fiscal year, survey sent date and I'm looking at the trust question.

42:19  
I would probably in this case I'm let's do current month.

42:24  
No, let's not.

42:25  
Let's do last month, let's do August.

42:27  
So change your filter.

42:31  
I always prefer and I believe we are gonna recommend you change the reporting date to the feedback received.

42:37  
So this will show us all of the feedback that we did receive in the month of August.

42:43  
And from here we're gonna go down and we're gonna hit run.

42:48  
So for the month of August, across the three education service surveys, there were over 1100 survey respondents.

43:02  
So you can see here just really high level, the RO, the benefit program, the beneficiary type, the school.

43:11  
I can scroll a little bit over, doesn't look like there were any alerts.

43:15  
So there is some AI in the system and it does flag for some information depending on the surveys.

43:23  
If if your if your survey did have an open comment feature, not all the ones that you will working with do have this, but there there are teams that are looking for suicidal ideation, homelessness and those are appropriately flagged and covered ASAP.

43:41  
So nothing that education needs to have worry about in this original data.

43:47  
If you wanted to pull open the contact card and see this exact respondent.

43:52  
So I'm being recorded today, so I'm not gonna click on this, but it would open up a card that would say who is who is the person that filled this survey out.

44:01  
It'll have their name, it'll have their contact information, it'll have some other basic demographic information about them.

44:09  
It will see, it'll show you the how they scored on this survey.

44:14  
And out of the bottom, it will even show you if they've responded to other surveys in the past too.

44:18  
Because based on the interactions they've had with VA, they might have filled out a VHA survey or they might have filled out another VBA survey before to to extract this information.

44:33  
So if I'm the person that's going to be conducting the service recovery calls, I've now identified all the data I need to look at.

44:41  
I'm going to extract that.

44:43  
To do that, up at the top is that export button.

44:48  
I'm going to export this to Excel and then I'm going to save it locally in a place that I know where it is and I'm going to rename it something.

45:02  
I'm going to Alfonso's gonna have to remind me again, I apologize, Alfonso.

45:06  
It is the survey type, then the date.

45:13  
Yes, it's the survey type.

45:16  
Year, month and day.

45:22  
Dictation adds a year, month and day.

45:32  
So each of you may not have all three of these surveys.

45:36  
You can change that up if you so.

45:40  
And actually, let me show you how to do that.

45:42  
If you were not in charge of all the surveys, that survey type right here, in this case, education does have those three different surveys.

45:48  
So if I were only in charge of doing service recovery for one of them, I would select it and then I would hit run again and then this would be what I'm exporting.

45:59  
But that really is, in a nutshell, the identified data and extract portion.

46:06  
So from here I would be able to go to my location where I had it saved.

46:11  
Let me bring that up right?

46:19  
Did I not just save it here?

46:22  
There we go.

46:23  
So I would be able to open this.

46:25  
I'm not gonna open it now just because it has a lot of PII in there from the veterans names, the many, many columns of how they've responded to everything.

46:35  
But that is all in that great Excel document.

46:40  
Since I do have the dashboard up for two more seconds, I'll show you, as I mentioned, to OMB a 11.

46:46  
So if you want to see how behind the scenes we've mapped all of the survey questions from these surveys to the domains, you can see that here.

46:53  
If you want to see what the veteran is seeing for the actual survey, you can see those surveys from the veterans perspective here.

47:02  
Those surveys will come from vetsexperience@medallia.com.

47:06  
Let me show you quickly what that looks like as my computer decides to load.

47:15  
While that's loading, I'll keep going over the other tabs.

47:20  
Archive, Survey.

47:20  
So there are subtabs here for the different surveys.

47:23  
Again, you can look at and use those filters to really segment the information that you want to look at.

47:29  
Data analysis.

47:31  
This is a great way to slice and dice the data, again, keeping an eye on those filters to see response rates.

47:39  
You can see the breakdowns, you can see some really great graphs of how people are responding percentages.

47:46  
This is the visual.

47:51  
Breaking it down into tiles.

47:54  
Anytime you see like a vertical...

47:57  
Here, that's something that you would have an option to export.

48:03  
As I mentioned, the veterans do share their demographic data with us sometimes, and as such we can slice and dice the data according to age, gender, race and ethnicity.

48:18  
You can and so this is defaulted to trust.

48:20  
But you can also change all of these filters to really slice and dice.

48:24  
So if I wanted to look and see, you know, applying for benefits, I instead wanna see if they found the process of applying for my benefits.

48:31  
Easy hint, hint, are you noticing the the terms in here?

48:35  
Ease, effectiveness and emotion.

48:37  
That is the backbone of how we are measuring how we are doing, but I can change that here.

48:43  
You can run comparisons against different locations and just an overview, but I think this is up.

48:51  
So this is what the veteran sees if they've received one of these surveys before.

48:56  
It's an easy Likert scale from 1:00 to 5:00.

49:00  
So you agree, strongly agree not applicable.

49:05  
This is gonna go away.

49:07  
The in the sense of VA can be a contact you.

49:11  
We do typically ask for that, but actually if you read the fine print, we'll say that VA is authorized to contact you based on service recovery.

49:21  
So that's always nice.

49:21  
That'll save veterans one question that they have to fill out.

49:25  
That is really meant to be a short and sweet survey to allow us veteran satisfaction data.

49:33  
But with that, I think as I just showed you, kind of a really quickly overview of how to identify that data and extract it.

49:46  
This is another handy guide to tell you how to get access if you don't have access already.

49:52  
The links are really nice in here and just a recap of what I just showed you.

49:59  
There is additional information on the V Signal SharePoint site for you and there is an additional VBA V Signal Service Recovery Program Community of Practice SharePoint site as well.

50:11  
But I just threw a lot of information at you all in 53 minutes so now I would like to hear from you.

50:19  
Do you have any questions for me?

50:23  
Yeah, this is Richard from the SAH policy team.

50:26  
My question is as you were flipping through the the different filters and features one of the top right there, right, right to the right of reporting date, there is a calculation percent 4-5, four -5 plus, Yep.

50:40  
Plus, what is that range?

50:42  
I'm not sure what that significance that is.

50:44  
Ah, that's a great question.

50:46  
So as I just showed you on, let me pull up the survey.

50:50  
So the the survey response options are this five point Likert scale 12345.

50:57  
We do something called the top box for reporting.

51:00  
Typically you see this in healthcare systems and others big samplings platforms based on Medallia.

51:06  
We bulk respondents and sentiment together.

51:09  
So the the detractors would be those that give us a one or two, the middle of the road is a three and those that are favorable give us a four or five.

51:20  
So that calculation bottles together the respondents that have given us a four or five response.

51:29  
That makes sense.

51:31  
Yeah, it it does make sense.

51:33  
What I'm looking trying to understand is when this gets pulled or when when you run that report you're it's filtering only for those who gave favorable responses.

51:43  
Yep.

51:44  
But is there any overview that you can get to aggregate put all together you say you had you know 25% we're in the negative category, another 50% we're in the in the neutral.

51:57  
Is there a way to get a broader overview there is there's not on that tab.

52:04  
So on the A 11, this is just that overview.

52:06  
There isn't to be honest, since my office is the one that is the owner of these signals, I'm gonna take that back for feedback.

52:13  
As to why is there no option that covers all of them, that's so that's great feedback for me.

52:17  
But in the live feeding search the the filters are a little different, so thankfully you don't need to worry about it.

52:22  
So this does capture all of them.

52:27  
So you'll see that there is no mandatory category.

52:32  
What was it called?

52:34  
Calculation.

52:35  
Yeah.

52:36  
So on the live feed and search where you're gonna be pulling the service recovery data lists, there is no forced calculation here.

52:47  
Huh.

52:48  
So it doesn't actually filter for that then?

52:51  
It it doesn't.

52:52  
So if we wanted to.

52:54  
So actually, let me.

52:55  
All right, let me.

52:56  
We'll see if it actually pulls up.

52:57  
So I mentioned it.

52:59  
It pulls into this education, as I've called it, my education file that I've exported.

53:05  
You are.

53:06  
I'm gonna hide some of those names.

53:10  
There we go.

53:10  
OK, so I've I've had some of the PII there.

53:14  
So what is exported to this document is far more than you're gonna see on the screen in that contact card because it's pulling all of the information.

53:26  
So you will get all the ones, twos, threes, fours, fives.

53:30  
However, each of these, so each of these people individually.

53:33  
So this is a person, this is a person, this is a person.

53:35  
You're gonna see all of their responses throughout all these different columns.

53:42  
So this.

53:43  
So we don't need a filter for that because you can do it behind the scenes.

53:46  
We're giving you the raw data here.

53:49  
Got it?

53:49  
OK, and it is looking at the cells that are blank.

53:54  
It those a veteran respondent isn't doesn't have to fill in every one of those questions.

54:01  
They can just skip it entirely, not leave it as NA.

54:05  
Yep, So there's an\* on the questions that are optional.

54:13  
So in this case, if you've got this survey, they are all mandatory.

54:18  
But this is only one of the three surveys for education that I pulled up.

54:22  
Sure.

54:22  
So it really comes down to how over the survey was developed in the 1st place or how it's configured exactly.

54:28  
Great question.

54:33  
Any other questions, That's a good one.

54:37  
Hey Donna, this is Jay.

54:39  
Where do you say these?

54:41  
I'm on the website rather the SharePoint site right now from VEO and for V Signals and I see the CX tools and data and technology and stuff.

54:49  
Where did you say that these presentations are posted?

54:53  
I see the VE 101 but I know it's not this one, no.

54:56  
So.

54:57  
Well this presentation is a little unique.

54:59  
I created this just for you all.

55:01  
Thank you.

55:02  
If you want specific V Signals help.

55:04  
So in that V signals folder, did you see where I found that I just clicked and didn't even tell you I was gonna click it.

55:09  
So bottom right.

55:11  
Yep.

55:11  
V Signals.

55:13  
So from here, if you don't already have access, you can request access here.

55:18  
And if you want more, if you don't already have the link to these signals, that link is right here.

55:25  
Click here to enter these signals.

55:27  
Find info and demos So this page is useful for additional information, learning more information about the system, the capabilities, etc.

55:39  
But I do believe Alfonso and Steve.

55:42  
Can you correct me if I'm wrong, but can we make my PowerPoint available to these folks on your SharePoint site?

55:51  
Yes.

55:51  
What what would be very helpful is if you put that in the loan guarantee folder because I was in there earlier today and I couldn't find there were very little in the way of entries in in our own loan guarantee system.

56:05  
Yes.

56:05  
And that's my design, Jay.

56:07  
And we'll talk about that more at our, I think 2:30 meeting or 3:00 meeting.

56:13  
OK, perfect.

56:18  
Any other questions for us today?

56:22  
All right.

56:27  
Well, we are not going far.

56:29  
I will see you on additional coaching sessions.

56:31  
I want to thank you all for your time and for your interest.

56:34  
I appreciate your participation.

56:37  
Let us know if you have any follow up questions.

56:39  
I hope I have not overwhelmed you all today with this information.

56:43  
I wanna thank you for what you're about to do with the service recovery.

56:46  
And with that, have a good day.

56:49  
Thanks Donna.

56:49  
Great briefing and thanks for the testimony too.

56:51  
It was powerful and and appropriate.

56:55  
And thank you very much for that.

56:58  
Thank you.

56:58  
Thank you.