



## **VBA VSignals Service Recovery Program: Monthly Reporting**

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**Duration:** 30 minutes

**Audience:**

This lesson is intended for Service Recovery Analysts (SRAs) and/or program leads.

**Purpose**

The purpose of this training is to provide SRAs with a foundational knowledge on how to properly document the status of completed service recovery calls; identify pain points, bright spots, trends, and concerns that occur monthly.

**Objective:**

Upon completion, participants will be able to:

- Understand the content and significance of the monthly reports.
- Understand the reporting timeline and procedures for completing the monthly report.

## Monthly Reporting

Customer service feedback is essential for business lines (BL) and program offices (PO) to understand customer experiences, identify areas for improvement, and celebrate successes. A monthly report on customer service feedback provides a structured overview of the number of completed contacts, trends, and it highlights bright spots and addresses pain points. By systematically gathering and reviewing the service recovery response data, the monthly report aims to provide valuable insights to inform decision-making, drive continuous process improvement efforts and highlight good news stories.

As VBA VSignals Service Recovery is a two-component strategy:

- Identify and Contact - Identifying service recovery opportunities, calling respondents, and documenting their feedback to understand what did or did not go well so improvements can be made to the customer experience.
- Compile and Assess - Monthly (identifying pain points, bright spots, trends, concerns, and insights from the service recovery contacts)

The strategy addresses how SRPs will identify and contact individuals, and how SRAs will use the information obtained from those interactions to determine insights and explore interventions and innovations.

The monthly report not only offers valuable insight to each BL/PO for early identification of challenges but also facilitates the tracking of performance over time.

Each BL/PO is required to provide a summary of the prior month's activity regarding completed contacts for each survey by the 5<sup>th</sup> of each month or the next business day if the date should fall on a weekend or holiday. The information should be posted behind the respective BL/PO tab on the [VBA VSignals Service Recovery \(VVSR\) Community of Practice SharePoint page](#) in the call list section.

## Monthly Call Reporting (Quantitative)

### Completed Contacts

The number of completed contacts made by the SRPs during the reported month will be entered in the document under the “Service Recovery Completed Contacts” section for each of the active BL/PO surveys. When the required number of completed contacts is not made, the BL/PO must also indicate if the call list was exhausted.

A completed contact is a service recovery call in which the survey respondent provides responses to one or more follow-up questions about the reason for the VSignals survey scores from their experience.

Shown below is a sample illustration of the “Quantitative” tab on the monthly report and description of each column:

| VBA VSignals Survey and Service Recovery Results |                         |              |       |                  |           |                |                              |    |  |   |
|--|-------------------------|--------------|-------|------------------|-----------|----------------|------------------------------|----|--|---|
| 1  | VSignals Survey Results |              |       |                  |           | 3              |                              |    |  | 4   |
| Survey   |                         | Satisfaction | Trust | Survey Responses | Low Score | High Score     |                              |    |  | Relevant Notes  |
| 1a   | 1b                      | 2a           | 2b    | 2c               | 3a        | 3b             | 3c                           | 3d |  |   |
| Compensation Service                             | Filing (Supplemental)   | 3.6          | 3.5   | 964              | 26        |                | 3                            |    |  | Nothing significant to report.  |
|  | Supplemental            | 2.8          | 3.2   | 1255             | 67        |                | 7                            |    |  |   |
|  | Disability Compensation | N/A          | 3.3   | 2697             | 64        |                | 8                            |    |  |   |
| Office of Administrative Review                  | Filing (HLR Claimants)  | 3.4          | 3.3   | 331              | 26        |                | 6                            |    |  | Nothing significant to report.  |
|  | Higher Level Review     | 3.0          | 3.3   | 421              | 40        |                | 5                            |    |  |   |
| Education Service                                | Applying                | 3.9          | 4.1   | 748              | 50        |                | 5                            |    |  | Nothing significant to report.  |
|  | Enrolling               | 4.5          | 4.5   | 590              | 50        |                | 5                            |    |  |   |
|  | Receiving               | 4.2          | 4.4   | 860              | 50        |                | 5                            |    |  |   |
| Insurance Service                                | Call Center             | 4.1          | 4.3   | 98               | 26        | List Exh       | Choose if list is exhausted. |    |  | Prior data issue resolving: Call Center survey data connection significantly improved over prior month. |
|  | Death                   | N/A          | 4.1   | 124              | 50        |                | 5                            |    |  |   |
|  | New Application         | N/A          | 4.3   | 156              | 32        | List Exhausted | 5                            |    |  |   |
| (SAH) Loan Guaranty                              | Interview Completion    | 4.5          | 4.6   | 135              | N/A       |                | N/A                          |    |  | Currently in OPO approved service recovery exemption period due to low survey volume.                   |
|  | Grant Approval          | N/A          | 4.3   | 154              | N/A       |                | N/A                          |    |  |   |
|  | Final Disbursement      | 4.5          | 4.6   | 28               | N/A       |                | N/A                          |    |  |   |

- 1- Survey:** Indicates the current surveys for reporting by each BL/PO. The name of the BL/PO is located on the left (1a) and the listing of active surveys for each are located on the right (1b).

- 2- VSignals Survey Results:** This section will be completed by SPMO. The section consists of the following:
- Satisfaction Score: (2a) The average Likert score used to indicate how satisfied respondents are with the service received (if applicable).
  - Trust Score: (2b) The average Likert score used to indicate the respondent's confidence in VA as a result of the interaction.
  - Survey Responses: (2c) The total number of survey responses received in a month for the specific BL/PO survey.
- 3- Service Recovery Completed Contacts:** Enter the number of completed contacts made for each VBA survey. Column (3a) will contain the total number of low scoring completed contacts. If the *specified minimum number* of low scoring calls was not reached and the call listing was exhausted, select "*List exhausted*" from the drop-down menu in (3b). Column (3c) will contain the total number of high scoring completed calls. If the *specified minimum number* of high scoring calls was not reached and the call listing was exhausted, select "*List exhausted*" from the drop-down menu in (3d).

*The required minimum number of completed SR contact calls per month for low and high scores per survey is described in the VVSR Policy. Surveys that include free text will have a reduced number of monthly completed contacts, as the inclusion of free text provides an enhanced opportunity to obtain knowledge from the survey respondent about their customer experience.*

- 4- Relevant Notes:** Any additional information regarding the completed call would be placed in this column. *Notes or Justification for OPO should be related to concerns your office is having with conducting service recovery.*

## Reporting Pain Points

### Pain Points

Pain points are the friction points Veterans perceive when dealing with VBA and accessing benefits or services. These are obtained by reviewing the comments made

from service recovery calls or interviews with SRPs. Insights should be written from the point of view of the Veteran.

A review provides an overwhelming amount of information, it is best to narrow this down to 1 or 2 common subjects. Themes may repeat month to month.

Shown below is a sample illustration of the “Pain Points” tab on the monthly report and description of each column:

| 1                               | Pain Points from Veterans Perspective  | 2 |
|---------------------------------|--|---|
| Compensation Service            | Veteran stated you need a Masters degree to understand what happening; its too complex.  |   |
|                                 | The website is hard to navigate, so updating the website to provide more detailed information.   |   |
| Office of Administrative Review | "You (VA) guys have the worst telephone response system (NCC) out there, it's a waste of time to call your helpdesk because they either don't know the answer, or they don't want to answer it."   |   |
|                                 | Veterans continue to report dissatisfaction with communication during and the overall timeliness of the HLR claim: "I submitted the HLR in September I used the website to look at the status and it wasn't there. It would have been nice to get some updates." |   |
| Education Service               | "Yes, I understand how benefits works...I would prefer a single date of the month to receive payments, more timely."   |   |
|                                 | " Veterans are not getting all the information they need."   |   |
| Insurance Service               | The Death Claims process for beneficiaries has confusing instructions, is impersonal, and takes too long for Death Claims to be paid.  |   |
| Loan Guaranty (SAH)             | N/A  |   |
|                                 | N/A  |   |
| Veteran Readiness & Employment  | None   |   |
|                                 | None   |   |

< > ☰ Quantitative Pain Points Bright Spots Trends & Concerns +

- 1- **BL/PO:** Identifies the business line providing the statement(s) of the pain points identified.
- 2- **Pain Points:** Enter the pain points identified and ensure it is provided from the Veteran’s perspective.

Examples:

- “Veteran stated you need a Master’s degree to understand what’s happening; too complicated.”
- “Veterans are not getting all of the information they need.”

- “The Death Claims process for beneficiaries has confusing instructions, is impersonal, and takes too long for Death Claim to be paid.”
- “You guys have the worst telephone response system out there, it’s a waste of time to call you helpdesk because they either don’t know the answer or don’t want to answer it.”

## Reporting Bright Spots

### Bright Spots

Bright spots are the aspects of benefits delivery that went smoothly or exceeded expectations from the Veterans’ perspective. This can be done by reviewing the comments obtained in the prior month or interviewing the practitioners making the calls. There will be an overwhelming amount of information here to choose from, so it is best to narrow this down to 1 or 2 common subjects. Themes may repeat month to month.

Shown below is a sample illustration of the “Bright Spots” tab on the monthly report and description of each column:

| 1                               | Bright Spots from Veterans Prespective   | 2 |
|---------------------------------|--|---|
| Compensation Service            | The second exam was good and the examiner was good because it wasn't QTC.  |   |
|                                 | Taking your time with me and having in-depth questioning sessions was important to me. I don't feel like I was rushed through the process. It was a good experience.                           |   |
| Office of Administrative Review | "I've been dealing with VA claims since 2006 and I've seen a lot of improvements in how VA claims are being processed...the whole (filing) process was easy to do."                            |   |
|                                 | "My experience with the VA has been very positive. Understanding the system is a big thing. Everything is straight forward and the communication has been up front. The APP is great as well." |   |
| Education Service               | "I think I have had great assistance in applying for my benefits...it was a smooth experience."  |   |
|                                 | "I pretty much understand all my benefits based on the info i have received from VA."  |   |
| Insurance Service               | Although the situation may be complicated or confusing, Insurance Call Center representatives are consistently regarded as courteous, respectful, and pleasant.                                |   |
| Loan Guaranty (SAH)             | N/A  |   |
|                                 | N/A  |   |
| Veteran Readiness & Employment  | "A handful of Veterans personally named their VRC and offered examples of how they have really helped or responded"  |   |
|                                 | Veteran states she "did like that someone reached out. It is awesome to have" Veteran states the call itself is "a step in the right   |   |

1- **BL/PO:** Identifies the business line providing the statement(s) of the pain points identified.



2- **Bright Spots:** Enter the bright spots identified and ensure it is provided from the Veteran’s perspective.

Examples:

- *“Taking your time with me and having in-depth questioning sessions was important to me. I don’t feel like I was rushed through the process. It was a good experience.”*
- *“I pretty much understand all my benefits. It was a smooth experience.”*
- *“Understanding the system is a big thing. Everything is straightforward and the communication has been up front. The App is great as well.”*

## Reporting Trends or Concerns

### Trends or Concerns

Trends or concerns consist of new insights or analysis unrelated to common pain points/bright spots. This may consist of new insights or analysis that poses a risk to VBA providing world-class customer experience.

Trends are also written from the perspective of the Veteran.

Examples:

- *What is happening that Veterans are reporting or data is showing, that is something new.*
- *If something is changing, what do you believe the change is attributed to?*
- *Is there something new of concern that you believe OPO should be aware of?*
- *Did your office do analysis on a particular topic, and you want to share it with OPO?*

Shown below is a sample illustration of the “New Trends & Concerns” tab on the monthly report and description of each column:



| A                               | B   |
|---------------------------------|---|
| 1                               | <b>New Trends Identified or Concerns to Report to OPO</b>   |
| Compensation Service            |   |
| Office of Administrative Review | More and more Veterans are state they have not received a notification letter prior to receiving a survey. There may be a problem with the printing vendor or mail carrier.   |
| Education Service               |   |
| Insurance Service               |   |
| Loan Guaranty (SAH)             |   |
| Veteran Readiness & Employment  | VR&E conducted resource analysis that shows an average of 2.3 phone calls for each completed contact. If 1 practitioner were to leave, VR&E may not make service recovery targets.<br>Veterans report receiving duplicate surveys in the Discontinued survey. |

> ☰ Quantitative Pain Points Bright Spots Trends & Concerns +

1- **BL/PO:** Identifies the business line re-stating the pain points.

2- **Trends or Concerns:** Enter the bright spots the BL/PO identified and ensure they are written from the Veteran’s perspective.

Examples:

- *VR&E conducted resource analysis that reveals an average of 2-3 phone calls for each completed contact. If a practitioner were to leave, VR&E may not make the service recovery targets.*
- *More and more Veterans are stating they have not received a notification letter prior to receiving a survey. There may be a problem with the printing vendor or mail carrier.*
- *Veterans report receiving duplicate surveys in the Discontinued survey.*