Veteran Experience Services (VES) Portfolio

AND DOCME360

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THE NEED

The Department of Veterans Affairs (VA) has many service offerings that have historically been funded, developed, and operated independently from one another - leaving Veterans with a disjointed experience when seeking help from the VA.   To create a better experience, the Veteran Experience Services (VES) portfolio needed help to shape and execute their vision for a Seamless Customer Experience (CX).

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DOCME360'S ROLE

Through program management, strategic planning, and analysis support, DocMe360 helped the VES Seamless CX team to:

- Identify, document, and communicate the Seamless vision and establish a program execution strategy for realizing its goals.
- Create a set of Seamless Best Practices to guide internal teams as they launch or modernize VA services.
- Develop a prioritized central repository of user experience "seams" that require attention across the organizaiton.
- Facilitate implementation work and pilot programs that progressed the Seamless CX goals, including ground-breaking integrations between chatbots, live agent chats, and call centers.
- Develop an internal centralized resource - The Seamless CX Channel Guide - to help internal VA teams understand and select the best external communication channels for their products and services.

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IMPACT

DocMe360's efforts brought disparate and previously unconnected platform teams together, increasing awareness and harmony among common Veteran interactions.

Ongoing pilots and novel integrations between VA services and communication channels will continue to improve the Veterans' experience as platform teams execute on their roadmaps.

DocMe360