

Department of Veterans Affairs

Memorandum

Date: 5/13/25

From: Experience Analytics and Measurement, Enterprise Measurement and Design (EMD)

Subj: Measurement Decision Memo for: VA Call Center Experience and Expectations Survey

To: Chief Veterans Experience Officer
thru: EMD Leadership

1. Purpose

To receive approval to proceed with ☒ launch-of ☐ updates-to the

VA Call Center Experience and Expectations ☒ VSignals ☐ ESignals ☐ CSignals
survey / measurement instrument(s), including:

☒ Survey ☒ Dashboard ☐ Public Reporting

2. About

This measurement request pertains to the following:

Name: VA Call Center Experience and Expectations Survey

Distribution Frequency: Ongoing

Distribution Method: Feedless

Purpose:

To gather insights into Veterans' satisfaction with their call center experiences, focusing on ease of access, frequency of information repetition, barriers encountered, and expectations for service.

Who Will Use the Data:

Secretary of VA

How the Data Benefits VA:

Data collected will inform service improvements, such as reducing wait times and enhancing responsiveness, and will be used to develop user personas, update journey maps, and feed performance dashboards. The goal is to enhance call center operations based on real feedback to ensure a better experience for Veterans.

Target Audience(s):

☒ Veterans ☐ Caregivers ☐ Survivors ☐ Families
☐ Staff ☐ Partners ☐ Public

Estimated Number of Audience-Members Annually: 10,000

Launch Date: 5/23/2025

Proposed End Date: N/A

3. Approval

Based on the information above, the undersigned:

☒ Approves ☐ Denies

The request to proceed with measuring VA Call Center Experience and Expectations Survey



Lynda C. Davis, Ph.D.

5/13/25
Date