



Veteran Customer Focus Learning Program Self-Assessment

Instructions:

For each item below, read the scenario and indicate which answer is the **most effective** and which is the **least effective** in the box provided.

Scenario 1

An angry letter has mistakenly arrived at your office, from a disabled veteran. While you are not officially a customer service representative, you feel something has to be done. You take the letter and...

- A. Stow it away in a drawer to establish a paper trail of complaints.
- B. Share the story with your supervisor during a lunch break.
- C. Forward it to the proper personnel and alert them about the error.
- D. Return it to the mail room with a note about the incident.

Scenario 1 Answer

Most Effective	Least Effective

Scenario 2

While walking into the office from your car one morning, a Veteran who you have never met before walks up to you and starts complaining about his benefits. You tell him that you are not involved in the benefits process at all, but he insists that you have the power to influence people at VA on his behalf. You end this awkward conversation by collecting his contact information and telling him, "I'll see what I can do." When you finally sit down at your desk, you...

- A. Tell your supervisor.
- B. Tell a colleague about the weird experience you had.
- C. Contact someone in benefits and provide his information.
- D. Ignore what happened and start working.

Scenario 2 Answer

Most Effective	Least Effective



Scenario 3

A customer tells you about a problem with which you are unfamiliar. Because of your lack of knowledge and experience with the problem you...

- A. Tell the customer that you cannot help him/her.
- B. Provide a solution based on your best guess.
- C. Find a solution for the customer by asking a coworker.
- D. Refer them to a colleague who may know the answer.

Scenario 3 Answer

Most Effective	Least Effective

Scenario 4

You are receiving calls from unhappy customers about a new policy. All of the complaints involve the same issue with this new policy. You...

- A. Report the complaints to your supervisor with recommendations for resolving the issue.
- B. Report the complaints to your supervisor and ask for recommendations to resolve the issue.
- C. Tell your customers that the issue is really not in your assigned work responsibilities.
- D. Apologize to the customers and tell them that the issue is beyond your control.

Scenario 4 Answer

Most Effective	Least Effective

Scoring and Selecting Training

Follow the steps below to score your assessment and pick courses that can help you grow!

Veteran Customer Focus

The Veteran and Customer Focus Learning Program provides hands-on strategies and customer service tools to build a strong, collaborative Veteran support network. Understanding and effectively communicating VA’s mission to both internal and external audiences is a central theme throughout this program. Using VA-specific scenarios and interactive exercises, you’ll learn ways to effectively counter stressful situations, find alternative solutions and work successfully with stakeholders. By enhancing your customer service skills, you’ll be able to effectively address and champion the needs of our nation’s Veterans.

Advocates for Veterans

What do you know about the Veteran population (including generational differences), their needs, and the benefits and services available to them? Are you an advocate for our Veterans? Serving Veterans, their families and other stakeholders is VA’s mission, one that we live every day. Everything you do should focus on respecting and advocating for Veterans.

Do you demonstrate these skills? To find out, compare your answers to the answer key below. Each correct answer is worth 1 point. Add your points together in the “Your Score” column for each scenario. Then add your scores together to find your total score.

Scenario	Most Effective	Least Effective	Your Score (0,1,2)
1	C	A	
2	C	D	
<i>Total =</i>			

So how did you do? Whether you breezed through the questions or have some brushing up to do, training is available to help you grow. Use the table below to help you find a course that is right for you. Match your Total with the “Total” column to find a course.

	APPROPRIATE COURSES BASED ON SCORE (click on Blue course title for Link)
SCORE 0-1	Connecting With Veterans This course introduces VA employees to recommended best practices and applicable information for interacting with Veterans. The course consists of lessons that provide Veterans' stories and the reasons why establishing this connection is so important. VA 2084024 1.5 hrs
SCORE 0-1	Core Activity: Adopt a Veteran-centric Mindset (OJT) This is a self-paced on-the-job learning activity. Consult your supervisor or mentor prior to engaging in this activity. Employees sometimes get too focused on the solution: the latest and greatest methodology, technology, or tool. We have to remind ourselves that it’s not about creating the best product; it’s about creating the best product for our customers. In VA, information, systems, and processes should be conceived, designed, operated, and managed to address Veteran needs. Being Veteran-centric is more than just focusing on the Veteran; it’s about really putting them first and generating value over the long term. In this activity, you will create a list of the customers who benefit from your projects. This list can include Veterans and other VA organizations who directly support Veterans. For each customer, ask yourself “What challenge does my product or service help the Veteran address? What enhancements can I make to better serve the Veteran? What does the customer value?” Document your findings and discuss with your supervisor or mentor how you plan to apply them to your job responsibilities. NFED 4172976 15 hrs VA IT
SCORE 0-1	Core Activity: Understanding and Serving Our Veterans (OJT) This is a self-paced on-the-job learning activity. Consult your supervisor to coordinate execution and customize as appropriate. Your supervisor should review and approve your work before you self-certify its completion in TMS. Following completion, select “Start Course” to receive TMS credit. Service to Veterans and their families is the highest priority at VA. The American Veteran is an internal

	<p>VA news broadcast that highlights stories about current projects, community events, and relevant health and wellness topics that impact our Veterans. To understand who our Veterans are and what endeavors VA is currently undertaking to improve services, choose four video clips from The American Veteran to watch. http://www.va.gov/opa/feature/amervet/ Discuss the importance of Veteran service and ways you help serve as part of your own role with your supervisor/mentor. VA 3980464</p>
<p>SCORE 0-1</p>	<p>Military Culture Training for Health Care Professionals – Organization and Roles The course opens with an overview of the differences between the explicit and implicit features of military culture and proceeds to describe the characteristics of implicit military culture. The next module identifies four sources of information about implicit military culture and describes six defining characteristics of warrior ethos. The learner is provided information about the influence of military guiding ideals and values on the lives of Service members and Veterans. The final module offers an overview regarding the connotations of implicit military culture on the health care professional. VA 19332 2 hrs</p>
<p>SCORE 0-1</p>	<p>Military Culture Training for Health Care Professionals: Stressors & Resources This course offers the learner an explanation on how stress can be either helpful or harmful depending on the nature of the provoking stressor and the availability of resources. The four phases of modern operational deployment cycles is presented in great detail in module 3. The next two modules describe the characteristic operational stressors and the spectrum of operational stress states and outcomes experienced by Service members and their families during each deployment cycle phase. VA 19334 2 hrs on-line</p>
<p>SCORE 2-3</p>	<p>Military Culture Training for Health Care Professionals: Treatment Resources, Prevention & Treatment The final course in the military culture curriculum outlines the military culture impact on patient care and the health care professional’s role and explains the range of DoD and VA psychological health services. The course also provides information on interpreting military culture knowledge into patient assessment and treatment. Finally, the learner is exposed to the military culture implications of VA/DoD clinical practice guidelines relevant to the care of Service members and Veterans and the strategies for identifying current military culture relevant patient and health care professional resources. VA 19335 2 hrs</p>
<p>SCORE 4</p>	<p>Facing Confrontation in Customer Service One of the most challenging and potentially uncomfortable responsibilities of a customer service person is dealing with angry customers. By following a few simple techniques, you can usually defuse tense situations without incident. In this course, you’ll learn about typical trouble spots in dealing with angry customers and guidelines for avoiding or overcoming them. You’ll also learn how to handle a customer complaint by defusing the tension, investigating the problem, and coming to an agreement on a solution. NFED 4501234 Skillsoft .5 hrs</p>

SCORE 4	<p>Dealing with Customer Service Incidents and Complaints Conflict Resolution for Excellent Customer Service This course will introduce participants to key aspects and styles of conflict management related to customer interactions. Learning Objectives: Dealing with Customer Service Incidents and Complaints, recognize the typical steps in the process of dealing with a customer, recognize the four actions in documenting an incident, sequence the steps in the incident management process, match incident measurement metrics with examples of what they measure, identify techniques for dealing with abusive or irate customers, match customer issues with the appropriate escalation approach, and identify the elements that need to be included in customer feedback. NFED 4501503 Skillssoft .5 hrs</p>
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Meets Customers' Needs

Do you know who your customers are? Do you provide appropriate service to those customers in a timely, polite and professional manner? Do you ask questions to understand your customers' needs? When you anticipate future needs of your customer, and you are committed to fully addressing their needs and concerns, you deliver appropriate service.

Compare your answers to the answer key below. Each correct answer is worth 1 point. Add your points together in the "Your Score" column for each scenario. Then add your scores together to find your total score.

Scenario	Most Effective	Least Effective	Your Score (0,1,2)
3	C	A	
4	A	C	
<i>Total =</i>			

Use the table below to help you find a course that is right for you. Match your Total with the "Total" column to find a course.

	APPROPRIATE COURSES BASED ON SCORE (click on Blue course title for Link)
SCORE 0-1	<p>Communicating Effectively with Customers Effective communication is essential to the success of any customer-oriented business. Each customer will have their own style of communication as well as an emotional response to contacting a support center. In order to communicate effectively, the customer service representative (CSR) must understand how to adapt to these different styles and emotions before the customer's problems can be dealt with. This course explains how to adapt to the different communication types and identify the common emotions that customers experience when contacting the support center. It also explains how</p>

	to adapt your writing skills to communicate through e-mail and to document incidents. NFED 4501501 Skillsoft .5 hrs on-line
SCORE 0-1	HBS 408 : CUSTOMER FOCUS 2 CLPS (Harvard Business School) <i>This is a web-based course</i> https://www.tms.va.gov Course Description: Customer Focus is a vital orientation tool with value for every employee. This module covers the critical components of servicing internal or external customers, with a compelling overview of the importance of customer service, its relationship to customer satisfaction, and its link to company profitability.
SCORE 0-1	Rapport Building in Customer Service Good customer service and strong customer relationships begin with building rapport. Building rapport requires knowing your customers, understanding their situations, and providing an empathetic ear for them to voice their concerns. In this course, you'll learn how to build rapport with customers by paying close attention to their needs, connecting with them, and being positive. You'll also learn how to empathize with customers by relating your own experiences, reflecting their emotions back to them, and normalizing their difficulties. NFED 4501230 Skillsoft .5 hrs on-line
SCORE 2-3	Interacting with Customers Failing to realize the importance of customer service and effective communication can lead to increasingly dissatisfied customers. This course provides valuable advice on how to improve your interactions with customers, including how to overcome barriers to communication as well as how to speak effectively, use vocal cues, and listen actively and use paraphrasing to convey your understanding of the customer's needs. Target Audience: Individuals who want to develop or refresh their customer service skills. NFED 4501229 Skillsoft .5 hrs
SCORE 2-3	Polishing Your Skills for Excellent Customer Service As a customer service representative (CSR), creating a support culture that focuses on your customers' needs is key. In this course, you'll learn how to project an excellent service attitude that will enhance your interaction with your customers. You'll also explore how to establish effective customer relationships and involve customers in problem solving. In addition, you'll discover methods to communicate effectively in a cross-cultural customer support center or help desk environment. NFED 4501504 Skillsoft .4 hrs
SCORE 2-3	Designing a Customer Service Strategy There are several defining moments, or moments of truth, that can make or break every service transaction. To successfully navigate these moments of truth, it's important for service organizations to add value to a customer's experience by creating and implementing strong, clearly defined service standards. In this course, you'll learn about techniques used to shape the direction of customer service in an organization, including mapping, researching, taking action on, and evaluating moments of truth. You'll also learn how to develop and implement customer service standards and

strategies. Target Audience: Anyone who wants to develop or refresh their customer service skills. NFED 4501235 Skillsoft .5 hrs on-line

For Additional Veteran Customer Focus Resources, Including Courses, Books, and Audio Books, Please Refer to the Veteran Customer Focus Additional Resource Guide

