

DRAFT
Attachment 1

Definition for Customer Service Goals

Goal: Ease of Access to Service

A veteran, beneficiary, or representative will be able and encouraged to access VA in the fastest possible time, by the easiest possible means, and receive one-stop assistance.

Goal: Courtesy

Service will be delivered with respect, dignity, and compassion.

Goal: Customer Satisfaction

Service will meet or exceed customer expectations.

Goal: Do It Right the First Time

Accurate and complete benefits and services will be delivered with zero defects. If it is not done right the first time, there will be candid acknowledgment of mistake and priority assignment to correction of mistake.

Goal: Prompt Delivery of Service and Benefits

Timeliness of service delivery will meet or exceed customer expectations and will be analyzed against the best-in-business.

Goal: Effective Outreach

Veterans and dependents will know and understand the available benefits and services.

Prepared 01/14/97

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ATTACHMENT 2

Strategic Management Steering Committee

Measures for Customer Service Goals within Business Lines

FORMAT

Customer Service Goal:

Business Line:

Current Measures, if any:

Identify specific measure(s):

Briefly describe how developed:

Have you done any benchmarking? YES/NO: If yes, indicate the type(s) below:

Internal Benchmarking:

Competitive Benchmarking:

World Class Benchmarking:

Where/with whom:

Contractor/VA In House:

Performance Goal (target or stretch goal):

2 - 3 years:

5 years:

Basis for selecting this performance goal:

FORMAT FOR PROGRAM MISSION/OUTCOMES

1. **Name of Program:** OMB defined program. VHA may want to further partition medical care due to its size.

2. **List Program Mission:** The mission should define the purpose or intent of the program. Program Mission should be written from the perspective of a veteran benefit. The Program Mission should present the main purpose(s) for the programs major functions and operations. If there is no agreement on program mission, list all possible missions.

3. **List Program Outcomes:** For each program mission, list all related outcomes. An Outcome is defined by the Government Performance and Results Act of 1993 as an assessment of the results of a program activity compared to its intended purpose.

4. **List Perceived Data Needs:** For each outcome indicate any data needs and whether these data are available, if known.

Please electronically transmit completed format to John O'Hara by 1/31/97.