**WHAT IS VETERANS RELATIONSHIP MANAGEMENT (VRM)?**

Veterans Relationship Management(VRM)is a broad multi-year initiative to improve Veterans’ secure access to health care and benefits information and assistance. VRM will provide VA employees with up-to-date tools to better serve Veterans and their families, and Veterans will be empowered through enhanced self-service capabilities. This is one of the Secretary’s major initiatives announcing that VA will transform itself into a 21st century organization that is people-centric, results-driven, and forward-looking in order to better serve Veterans.

**HOW WILL THIS IMPROVE THE VETERANS’ EXPERIENCE WITH VA?**

***Improved speed, accuracy, and consistency of service and information***

Veterans deserve accurate information and responses to their inquiries in a consistent and predictable manner, regardless of how the contact is made. The VRM initiative will improve telephone services through use of new technologies. Callers will be placed in a national queue to minimize wait times to reach a call center agent. New call-recording capabilities will assist in improving the quality of services provided to Veterans.  VRM will enhance the tools supporting call center agents by consolidating knowledge sources and sharing client data across VA. These tools, along with enhanced agent training, will enable VA call center agents to quickly and accurately respond to Veterans’ questions.

***Empowerment through choice of many communications channels to interact with VA, including in-person, telephone, web, postal mail, email, and social media***

The types of client-service interactions that are expected by Veterans and their families today are expanding rapidly, along with our clients’ expectations for easier and efficient access. VRM creates multi-channel access to VA employees, providing Veterans with important personal information, and puts the Veteran in the driver’s seat of the benefits application experience.

***Enhanced user-friendly tools to perform self-service on demand***

VRM will incrementally increase self-service access to a multitude of benefits and services, including military personnel records, eligibility to VA loan certificates, and status of compensation and pension claims. These enhancements will also make the claims application and decision processes more user-centric and eliminate excessive wait times.

***Secure, simple, and easy-to-use access through a single sign-on***

VRM will establish a secure and easy-to-use access capability, through a single sign-on, to all of the applications for the many benefits available, such as health care, compensation, loan guaranty, and education. Single sign-on capability will quickly establish the Veteran’s identity, and allow him/her to complete personal transactions without having to repeat or re-enter information.