

Major Initiative (MI) Six:

The Veterans Relationship Management Program (VRM) will provide the capabilities required to achieve on-demand access to comprehensive VA services and benefits in a consistent, user-centric manner to enhance Veterans, their families, and their agents' self-service experience through a multi-channel customer relationship management approach. This initiative is designed to improve the speed, accuracy, and efficiency in which information is exchanged between Veterans and the VA, regardless of the communications method (phone, web, email, social media).

This focus will include modernization of voice telephony, unification of public contact representative desktops, implementation of Identity and Access Management (IAM), development of cross VA knowledge management systems, implementation of customer relationship management systems (CRM), and integrating self-service capabilities with multiple communication channels.

Description: This is a view of the systems, services, and organizations that support MI 6 in the context of improving efficiency in the way information is exchanged between Veterans and the VA. The primary systems and services with respect to the scope of MI 6 are internal systems, all other non-VA agencies, systems and services are considered external.

Portfolio/Division: Benefits

