Benefits Assistance Service Procedures

Table of Contents

[Introduction 2](#_Toc335809427)

[1. Organizational Structure 2](#_Toc335809428)

[Introduction 2](#_Toc335809429)

[Change Date 2](#_Toc335809430)

[a. VBA Organization 2](#_Toc335809431)

[b. Benefits Assistance Service 3](#_Toc335809432)

[c. BAS Client Services and Outreach Staff 3](#_Toc335809433)

[d. BAS Web Communica-tions Office (VBA Web Communica-tion) 4](#_Toc335809434)

[e. BAS Quality and Training 4](#_Toc335809435)

# Introduction

#### 1. Organizational Structure

|  |  |
| --- | --- |
| Introduction | This topic contains information on the structure of the Veterans Benefits Administration (VBA), the Benefits Assistance Service (BAS) and provides information on the staff functions for the BAS. |

|  |  |
| --- | --- |
| Change Date | Initial content load September 2012 |

|  |  |
| --- | --- |
| a. VBA Organization | All employees should be familiar with the overall organization of VBA and the role the BAS plays within the overall organizational structure.  VBA is comprised of the following components:   * Office of Strategic Planning (20S) * Office of Disability Assistance (20P) * Office of Economic Opportunity (20E) * Office of Field Operations (20F) * Office of Management (20M) * Office of Resource Management (24) * Office of Performance Analysis and Integrity (20B)   The Office of Disability Assistance (20P) has oversight responsibility for the mission of the Benefits Assistance Service.  The organization chart for the administration is located at:  <http://vbaw.vba.va.gov/usb/VBAOrgChartRoutingSymbols_042611.ppt> |

Continued on next page

, Continued

|  |  |
| --- | --- |
| b. Benefits Assistance Service | BAS is responsible for ensuring timely and accurate benefit information and services are provided to Servicemembers, Veterans, dependents, and survivors.  BAS facilitates activities to achieve VBA’s strategic outreach needs and provides consistent client-service products, which support all of VBA services, staffs, and regional offices.  BAS works to guarantee that VBA’s strategic client-centered outreach needs and direct service activities are properly conducted and communicated. The staff establishes policy and procedures for client-centered outreach, direct services, social media, marketing, and web-content tools.  The BAS is responsible for:   * coordinating with the VA Office of Public and Intergovernmental Affairs (OPIA) on public affairs and outreach projects. * ensuring that VBA’s public affairs mission and activities align with the vision and priorities of the Under Secretary for Benefits. * overseeing development of the annual VBA Communications Plan, which encompasses the marketing tools and initiatives of the various VBA business lines. * departmental level coordination on the development of Congressional Outreach Report. * assessing client satisfaction with VBA products and services. * obtaining appropriate input from stakeholders and Veterans Service Organizations. * developing and facilitating on-going DoD liaison activities on behalf of the Benefits Executive Council (BEC), BEC Information Sharing/Information Technology, and other transitional programs. |

|  |  |
| --- | --- |
| c. BAS Client Services and Outreach Staff | The BAS Client Services and Outreach Staff functions as the principal liaison for developing and expanding linkages with internal and external partners to advance client-centered outreach and direct services. In addition, this staff:   * provides appropriate liaison with Federal, state, and local officials, and other representatives regarding outreach and client services. * represents VBA through active participation in conferences, meetings, and other venues focused on outreach and client services. |

Continued on next page

, Continued

|  |  |
| --- | --- |
| c. BAS Client Services and Outreach Staff (continued) | * coordinates on-demand client-centered VBA services and ensures that new media technologies enhance our client’s experience. * develops all outreach activities and assesses them for effectiveness. |

|  |  |
| --- | --- |
| d. BAS Web Communica-tions Office (VBA Web Communica-tion) | The BAS Web Communications Staff is unique in that they serve as VBA’s Web Communication’s Office with primary oversight of all VBA internet and intranet sites. The office consists of a Web Services team and a Social Media team. Their role is to significantly improve the public’s perception of VA’s services web communication channels. In addition, this staff:   * is responsible for the administration’s home internet and intranet sites. * is responsible for the administration’s social media sites. * ensures the administration is compliant with VA Directive/Handbook 6102 and VA Directive 6515. * supports and promotes VBA’s current initiatives, special programs, and congressional mandates. * serves as the administration lead on VA’s Web Governance Board. * serves as the agency lead for the Benefits.gov website. * provides support for governance and oversight of the eBenefits web portal * serves as VBA’s point of contact for the Inquiry Routing and Information System (IRIS) |

|  |  |
| --- | --- |
| e. BAS Quality and Training | The BAS Quality and Training Staff direct the quality assurance and training activities for client-centered outreach and direct services programs.  In addition, this staff is responsible for:   * developing client-service standards. * developing and conducting of employee training for: * all National Call Centers (including the National Pension Call Center), * the National Inquiry Routing and Information System (IRIS) Response Center, and |

Continued on next page

, Continued

|  |  |
| --- | --- |
| (continued) | * all Public Contact Teams. * ensuring quality of National Call Center customer service activities through the use of: * National Silent Monitoring, * IRIS Quality Evaluations, * Site Visits, and * Management and Employee Training. * coordinating with BAS Web Communications Office to streamline search engines and enhance usability of technical VBA information that is electronically stored. |