



## Maryland Department of Veterans Affairs Customer Service Overview

The Maryland Department of Veterans Affairs was created by the State Legislature in 1999 as an executive agency with the mission of assisting veterans, active duty service members, their families and dependents, in securing benefits earned through military service. The department manages five core programs: Service and Benefits Program, Charlotte Hall Veterans Home, Cemetery and Memorial Program, Maryland Veterans Trust, and an Outreach and Advocacy Program.

The Maryland Department of Veterans Affairs has objectives to: provide assistance to those who served in the Uniformed Services of the United States, their dependents, and survivors in obtaining benefits from the U.S. Department of Veterans Affairs, Department of Defense, State of Maryland and other programs for veterans and their families; offer a continuum of care from the 168-bed assisted living program to the 286-bed skilled nursing program at the Charlotte Hall Veterans Home; offer veterans and their eligible dependents a final resting place at one of five state veterans cemeteries; honor our veterans at our state memorials; develop innovative ways to inform Maryland's veterans about benefits that are available from federal, state, and local organizations, as well as solicit feedback from veterans regarding their requests and needs for additional services and work closely with multiple local, state and federal agencies and nonprofit organizations to coordinate efforts to locate and inform Maryland's veterans of benefits available to them; and to make grants and loans to veterans and their family members who are in dire financial situations, or to private organizations that help veterans.

Every Department of Veterans Affairs employee is responsible for delivering exceptional customer service by providing customers with respectful, timely and knowledgeable responses to inquiries and interactions.

The graphic features the "CHANGING Maryland for the Better" logo at the top, followed by the text "CUSTOMER SERVICE PROMISE" in a large, bold font. Below this, the names "Larry Hogan, Governor" and "Boyd Rutherford, Lt. Governor" are listed. The main content is a list of five service commitments, each starting with a bolded phrase: "Friendly and Courteous", "Timely and Responsive", "Accurate and Consistent", "Accessible and Convenient", and "Truthful and Transparent".

**CUSTOMER SERVICE PROMISE**  
Larry Hogan, Governor • Boyd Rutherford, Lt. Governor

**The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:**

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

The Department of Veterans Affairs Customer Service Promise describes our approach. Customer Service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person correspondence.
2. Ensure Department employees and managers continue to improve customer service skills through formal training classes and informal coaching on best practices in customer service. For example, the department will facilitate training on customer service using best practices and an established Train the Trainer curriculum with a goal to train all staff by November 2017.
3. Improve the processing times of agency services to help meet the needs of citizens within the state.
4. Update online publications, FAQs, and pertinent information on our website so that citizens and businesses can find relevant information quickly and accurately. For example, while anecdotal feedback indicates citizens are pleased with the quality of the department website, the department will assess ease of use and the creation of FAQs from a qualitative standpoint using a specific survey. Using the results, the department will make changes to ensure the website more effectively meets the needs of the citizens who use it.
5. Use social media to help get the word out about services, events, and news to provide citizens with information important to them.
6. A three question Customer Experience Survey is available on our website for citizens and organizations to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will also analyze our business hours in order to better align them to customer needs, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals. We will also continue to recognize top performers in our agency for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service.

We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information, visit us online at <http://veterans.maryland.gov/about-mdva/>.

[Click here](#) for our three question customer experience survey.