



CUSTOMER SERVICE

BETTER SERVICE THROUGH EDUCATION & OUTREACH

MISSOURI
LEADERSHIP ACADEMY
CAPSTONE PROJECT
CLASS 15

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- Our team understands the significance of consumer education in enhancing the overall consumer experience. Various DCI divisions have already been concentrating on improving customer experience through website enhancements, and all stakeholders are enthusiastic about collaborating across Departments to boost consumer education.



EDUCATION IS KEY

Improving consumer education through financial literacy would provide more visibility into the services that are available from DCI

- Short educational videos can deliver concise yet impactful messages in an easily accessible way.
- Update the standards to inform Missouri Learners about specific Missouri regulatory agencies
- Videos created by the DCI could be effective course materials for DESE to provide to educators



IMPROVING CONSUMER EXPERIENCE

Same look, one form, one area for consumers to go to start the complaint process

- Update downloadable/printable forms across departments and/or divisions for consistent, confident usability and branding



HIGHLIGHT THE WINS!

If consumers can see results that others have experienced, they are more likely to reach out and ask for help

Thank you to the Department of Commerce & Insurance
and its Divisions, and the Department of Elementary
& Secondary Education for their assistance and
cooperation with our Team.