



Understanding and Obtaining Veteran-Related Services

Missouri Leadership Academy Capstone Project Class 15

**Capstone Goal: Improve the customer experience for
Veterans and their caregivers seeking benefits**

Recommendations

Create a Frequently Asked Questions page (FAQ) - This FAQ will utilize information from the existing website to enhance the customer experience by helping Veterans find answers quickly and without assistance. This will remove knowledge barriers and address possible pain points and customer concerns.

Implement a virtual assistant (AI-based) to handle common questions from Veterans or their caregivers to improve Veterans' knowledge of state benefits, ensure seamless customer service around the clock, and enhance the trust Veterans have in the services they receive.

Convert the Missouri Veterans Benefits and Resources Guide into an interactive benefits navigator on the Missouri Veterans Commission website under the "Veterans Services" tab.

Develop a "Getting started" page using Survey123 or other comparable data collection solution before directing the user to the Veterans Service Officer. Prioritize appointments & gain analytics (trends, response times, satisfaction).

Create instructional videos and step-by-step application tutorials to increase viewer engagement and improve user experience.

Increase veteran outreach opportunities by working closely with other Veteran organizations such as VFW, American Legion, Daughters of the American Revolution, etc.

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