

Mission: The Cannabis Regulatory Agency (CRA) will establish Michigan as the national model for a regulatory program that stimulates business growth while preserving safe consumer access to cannabis.

Vision: The CRA will:

- Improve Regulatory compliance through education and consultation
- Reduce barriers to professional licensure
- Enhance customer experience across all programs
- Provide efficient, effective, and timely services

LARA Strategic Goal: Enhance Customer experience across all programs

CSS/IASS				
Goal	Action Plan	Start Date	End Date	Complete
Cross train staff, evaluate work processes and job duties, and make any changes that will increase efficiency and improve customer service.	Cross Train Staff: ENF/Licensing/MMMP Phones and Emails; CMRs; Legal Mail; Legal Uploads POS; Custom Lists	10/1/2024	9/30/2025	Subpoenas: Completed 1/6/2025.
				Custom Lists: Completed 2/14/2025.
				Disciplinary Compliance Monitoring Login and payment: Completed 2/14/2025.
				Subpoenas: Completed 4/1/2025.
				POS: Completed 5/1/2025.
				Legal Uploads: Completed 7/22/2025.
				Licensing/Enforcement Phones: Completed 8/1/2025.
				Licensing Inbox: Completed 8/1/2025.
				Enforcement Inbox: Completed 8/1/2025.
				Application Assignment/Intake: Completed 9/26/2025.
				Payments: Completed 9/26/2025.
				Legal Mail: Completed 9/30/2025.
MMMP Phones/Emails: Completed 9/30/2025.				

LARA Strategic Goal: Provide efficient, effective, and timely services

CSS/IASS				
Goal	Action Plan	Start Date	End Date	Complete
Monitor and evaluate the agency's customer service functions to evaluate the effectiveness of the reorganization and consolidation of external customer service functions	Monitor and evaluate through manager audits: CSS Surveys, Phone Audits and Email Audits	10/1/2024	9/30/2025	<p>Phones: <u>Customer Service Survey:</u> Reviewed monthly survey results for issues with customer service satisfaction. Identify trends, patterns or gaps in service that may need to be escalated for process improvement evaluation. <u>FY 25 Survey responses</u> - 28 responses total received. Very satisfied or extremely satisfied in all categories with exception of 1 not at all satisfied with phone prompts and dislikes MMMP application site. No issues or patterns of concern identified through survey results <u>Phone Audit:</u> Review monthly phone monitoring audits for issues of inconsistency or inaccuracy. Identify trends or common issues that may need to be addressed as an agency. Identify additional training needs and the effectiveness of the combined phone lines. <u>FY25 Phone Calls Monitored</u> 566 total phone calls monitored 461 phone calls scored 100 565 phone calls scored 75pts or above 1 phone call scored below 75pts 99.82% passing score of 75pts or above</p> <p>Emails: <u>Email Audit:</u> Review monthly email audits for issues of inconsistency. Identify trends or common issues that may need to be addressed as an agency. Evaluate the escalation process and determine if emails are triaged appropriately. Set up monthly reviews of our email responses to ensure accuracy and consistency with the laws and rules. <u>FY25 Email Audits</u> 312 total emails audited 284 emails scored 100 311 emails scored 75pts or above 1 email scored below 75pts 99.68% passing score of 75pts or above</p>

<p>Identify and evaluate 2 process improvement (CQI) initiatives:</p>	<p>Disciplinary Compliance Monitoring: As part of our Lean Process Improvement initiative, we took an approach to streamline and improve the Disciplinary Compliance Monitoring process</p>	<p>3/27/2025</p>	<p>9/18/2025</p>	<p>Proposed improvements were tested carefully to avoid disruption. Success metrics were defined, and time studies were conducted to pinpoint inefficiencies and guide refinements. Along with process automation, we have identified additional areas of benefit, annual review, and procedure updates. We were able to eliminate 3 and update 4 procedures.</p> <p>Sprint 1 - Review the process in monitoring. Completed 4/3/25. Sprint 2 - Consolidation of procedures/processes, and process maps. Completed 5/2/25. Sprint 3 - Create a big picture process map. Completed 5/8/25. Sprint 4 - Streamline DCM and collect "data" (time spent, processing). Completed 5/22/25. Sprint 5 - Draft and finalize all templates. Completed 7/31/25. Sprint 6 - Confirm Accela templates and conducted testing. Completed 8/31/25. Sprint 7- Implementation. Completed 9/18/25.</p>
	<p>Combining ENF/Licensing and MMMP CSQ phone lines: Working to combine two phone lines into one to allow for staff to take calls for ENF/Licensing/MMMP at the same time, rather than be limited to only one or two call types at a time. This should decrease the number of people who need to be on phones, freeing up time for other CSS tasks. Once these are combined, we will begin evaluating effectiveness.</p>	<p>2/12/2025</p>	<p>5/1/2025</p>	<p>Went live on combined lines on 5/1/2025. After successfully cross training all staff, eliminated 1 scheduled phone agent daily, freeing them up for other CSS tasks. Highly effective for phone coverage and transitioning core phone responsibilities to Customer Service Section Staff.</p>