

Tell Us Once newsletter



December 2017



Mike Scott - Introduction

Welcome to this edition of the bi-annual Tell Us Once (TUU) Newsletter in which you'll find feedback from the TUO family; spotlight on our innovative 90 second video (with a link to it) and; details of the Scottish Highlands TUO implementation.

Work on the replacement of the Employee Authentication Service (EAS) for accessing the TUO service is now in full flow. It is being replaced by a simpler authentication system which I'm sure we'll all welcome. So keep your eyes out for what's next in this space.

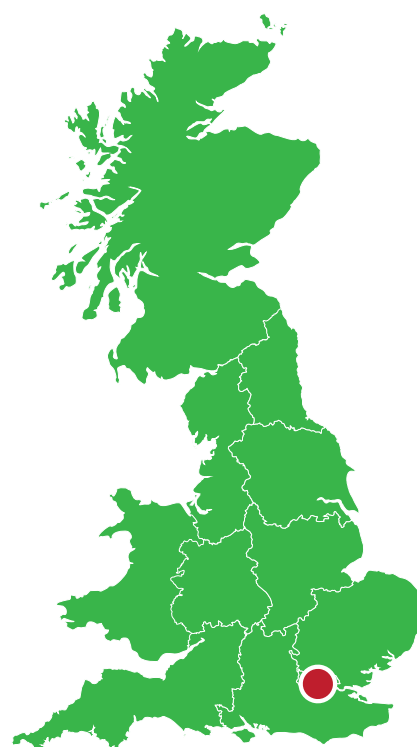
And finally, I'd like to wish all delivery partners of this wonderful service a happy and peaceful Christmas.

TUU 'Go Lives' since our last edition

The London Borough of Croydon went live with TUO on 13th December following great collaborative working with the Local Authority and TUO London Partnership Account Managers, Michael Murphy and Karen Watson. Croydon is a large London borough covering a population of 376,000. There are an average of 2,424 deaths reported a year.

City of London - Michael Murphy's successful collaboration has enabled City of London, from this month, to start receiving back office service provision TUO notifications, once bereaved families have taken up the service at The London Borough of Islington, as that neighbouring council handle their registrations.

TUU is now offered by **395** Local Authorities, to **96%** of the population in England, Scotland and Wales.



90 seconds video



...to tell people about Tell Us Once

Have you seen our 90 seconds video?

<https://youtu.be/kLBTUnmAlmw>

It's a great visual aid you can use internally to promote TUO, so please feel free to share widely with your colleagues.

- It talks about how you and your business area could save valuable resource.
- How the service reduces distress for bereaved citizens.
- And reminds all Local Authority staff of a free service that could also help you, your family, and friends.

We hope to make a video in the future, which would inform more citizens of the service, so we really appreciate your feedback, so please take a look and let us know what you think by emailing TELLUSONCE.COMMUNICATIONS@DWP.GSI.GOV.UK



Benenden Healthcare

Benenden Healthcare an organisation set up solely to assist Civil Servants and their loved ones - funded by members and with their health and wellbeing at its heart. A monthly newsletter (Be-healthy) is sent to many thousands of current and retired Civil Servants across the land. The TUO service featured in a recent article with advice on "What to do when a loved one dies", encouraging people to ask about the TUO service. Wonderful stuff!

My Highlands Adventure

"My heart's in the Highlands, my heart is not here,
My heart's in the Highlands, a-chasing the deer;
A-chasing the wild deer, and following the roe,
My heart's in the Highlands, wherever I go."

– Robert Burns



The Highlands went live with the TUO service on Monday 26th June 2017.

The positivity, enthusiasm and overall buy-in from all key stakeholders within The Highlands made this implementation an extremely positive experience, even if it brought with it certain challenges which I had never encountered before.

Scotland's Highland region, covers the northern two-thirds of the country. The only major city, Inverness, is used as a springboard for the more remote areas; a handful of the west coast's isolated villages can still only be reached by boat. The sheer size of this remote and sparsely populated area meant that I had to adopt new ways of working with regard to training sessions, IT and ongoing support.

Trying not to be overwhelmed by the breath taking beauty of the scenery around me on my visit to Inverness, I formed a great working relationship with the LA project managers, registration colleagues and lead Employee Authentication Service (EAS) local Agent. With around 90 users to train, register and enrol this was no mean feat and involved daily negotiations with our National Registration Authority colleagues to prioritise workloads to meet the go live deadline - a fantastic example of cross team/cross government working.

I experienced for the first time the positive impact of a more 'digital' implementation, whereby I conducted a train the trainers session, then those trainers went on to deliver the sessions to their registration community which is spread far and wide using a mixture of face to face and digital sessions using their LA Lync network.

My on-going support is given via emails and regular phone calls! Anyone who knows me knows that I love to talk.

Shortly following go-live, The Highlands made a couple of suggestions to make our system more user friendly for our service provider end points with regard to layout and functionality of the screens. These changes have been approved and once deployed, will decrease the time taken in opening and actioning TUO notifications.

Just short of six months down the line, feedback is all very positive.

Highlands completes the TUO offering across Scotland, covering a population of over 234,000. If citizens choose to inform, on average, four service areas by using TUO then central and local government departments will receive around 9,500 real-time death notifications per annum making an efficiency and resource saving to both the LA and the taxpayer.

A big thank you to everyone involved and thank you to The Highlands for your ongoing support of the TUO service.

Emma Moralee, TUO Partnership Account Manager



Telephony Enrichment Agents

Members of the team based in Newcastle, have recently had the fantastic opportunity to observe TUO appointments with Registrars in the North East, and they offered the following feedback about their experiences:

“Overall was very insightful and very nice to actually see the customers face to face and what is involved in the Registrars work and the pressure they are under. “

“We found this visit very informative as it gave us an insight into the procedures carried out by the registrar when a person dies. It was good to actually see all the process in action and see the TUO service being used face to face. We were able to swap best working practices as we found that there were some information that the registrar was unaware of and vice versa. It was definitely a worthwhile visit and think both ourselves and the registrar gained some knowledge in order to provide a better service.”

Thank you, Elaine Postigo, Julia Rowe, Claire Thompson, Vikki Proctor, Clare Newbrook, Jamie Stewart, Jackie McNally and Derek Hardie.

Deceased was the Registered Keeper of a Motor Vehicle – Notifying the Driver’s Vehicle and Licensing Agency (DVLA)



Late February 2017 saw TUO include in the service offer notification of the above into DVLA via the on line channel only. We sought feedback from all involved in the TUO service on this new offer, in particular offering the service across all channels increasing the citizen’s choice. Using the feedback that we gratefully received, along with the TUO Governance Board, the decision is to apply the offer across channels. We are aiming to add the above service offer across both face to face and telephony interviews by the end of the calendar year. Bulletin 123 was issued to TUO partners/users on 9th November 2017, giving more details around the decision, including screenshots of the question being asked of the citizen and providing early notice to allow for any local arrangements that may need updating. We hope you agree that this is good news for the citizen with the support the service and you provide them when they are finalising their loved ones affairs.

Google Analytics



Following a recent update to the TUO Citizen On Line system, we have introduced the functionality to gather Google Analytic Data on a citizen’s completing the TUO service. By definition “Google Analytics is a web analytic service that tracks and reports website traffic”. Essentially, Google Analytics has the ability to inform us of a user’s movement within a website page including page views, clicks and options chosen, it does not contain personal details. This will support the TUO team to understand the following:

- how citizens use our system;
- what issues they encounter;
- if they use the help text to support their session; and
- identify key error trends and themes so that TUO can improve the citizen experience and journey.

Early findings suggest that there are a number of key areas that TUO will be looking to improve such as the starting pages of the service and the help text. We hope that the data will be a key feature in driving forward and supporting TUO service improvements.

TUO Business Service Helpdesk (BSHD)

The TUO Business Service Helpdesk plays a pivotal role in the live running of the TUO service.

Based primarily at Tyneview Park, Newcastle, the helpdesk operates Monday to Friday between the hours of 8am until 6pm and contactable via Telephone 01132324702 and E-mail TELL-US-ONCE.SERVICEDESK@DWP.GSI.GOV.UK



BSHD Key functions

- Manages and resolves contacts made by Local Registration Services, Local Authorities, Central Government Departments (CGD) Public Sector Pension Providers and DWP TUO Telephony Service via telephone, email and on-line channels.
- Management of all TUO IT related incidents from diagnostic to resolution.
- Completes and issues data input error amendments to Local Authority, CGDs and Canopy Digital Connect (CDC) Service users. The BSHD also provides advice to Local Authority customers on managing data entry/input errors.
- Liaises with DWP Telephony Service to discuss issues, data corrections and management of email contacts completed on behalf of BSHD Helpdesk.
- Supports the development and deployment of system changes and improvements, including testing.
- Identifying and raising request for change to improve the service for its users.

Recent achievements and on-going work:

- Successfully managed incidents effecting users of the Change Reporting System (CRS). The BSHD ensured these incidents were managed to resolution, whilst keeping users fully updated via communications.
- Launched the first Public Sector Pension forum to engage and build bigger relationships with pension providers and CDC users.
- Working with DWP TUO Telephony Service to improve quality and reduce the number of nugatory contacts and corrections to the BSHD, all with the aim to improve the user experience. Continually looking to make improvements to the user experience; using frequently asked questions, common errors and conversations with users to understand how to improve our service.

TUO quotes

Here is a selection of recent quotes on the service from both bereaved families using TUO and staff delivering it:

"There is no doubt that the Tell Us Once service of immense benefit to the recently bereaved who come to register in London. Customer feedback tells us how much they appreciate this service; how much it takes the pressure out of sorting out so many things at such a difficult and emotional time. Furthermore, the list of those participating in the service continues to grow, meaning the reach of TUO is ever expanding and therefore the benefit ever improving. Our account manager Michael Murphy has provided London offices with excellent support in how to best offer the service and how to encourage take up".

Steven Lord, Head of Registration Service, Royal borough of Kensington & Chelsea (and Chair of The London Strategic Registration Board)

"Tell Us Once has been well received by families who have been bereaved in Highland. The opportunity to inform multiple agencies at a distressing time is greatly appreciated especially in view of distances that can be involved."

Diane Minty, Chief Registrar, Registration Office of Births, Deaths and Marriages, Inverness

Portsmouth Registration Service has recently joined the TUO community and the families that we have been able to provide reference numbers to have been extremely grateful that we now offer the service. We have had people comment on how good it is that so many government departments are signed up to TUO and they are also surprised that it is a free service which actually saves people money as they don't have to buy as many certificates."

Lorraine Porter, Head of Registration, Portsmouth City Council

"Way back in 2011, Sunderland City Council was one of the pathfinder authorities to launch Tell Us Once to our Registration Service customers. Since then, thousands of families have chosen to use the service with most of our customers preferring the 'face to face' Tell Us Once product where the Registrar extends the death registration appointment and seamlessly takes the family through the TUO Bereavement questions in the same sensitive and compassionate manner as the death registration appointment itself.

As we are now into our sixth year of TUO Bereavement, my Registrars frequently meet families who have used the service before and are returning to register another family bereavement. Many of these families make reference to how useful they'd found the TUO service when used it the first time, and how grateful they were for the help and support TUO provided when they were faced with an emotionally challenging but very busy time in their lives. Now, these families actively ask for the service again with the first-hand knowledge of how impactful and beneficial it is.

When our death registration appointments are booked, either online or with our advocates in our contact centre, take up of the TUO Bereavement service is promoted with the customer being given an overview of what the service delivers to them. By the time our families arrive for their registration appointment, they are prepared with information and receptive to the Registrar's questions, understanding fully what the process is. One consistent theme of feedback from my team is that our families are always grateful and slightly relieved that some of the burden of bereavement has been taken from their shoulders once they leave their registration and TUO appointment.

As a manager with responsibility for Registration Services and also Bereavement and Coroner Services, I have a full appreciation of the bereavement journey a typical family must make. The experience of each family is unique but all have a common theme in that families are often emotionally vulnerable and stressed. With the introduction of TUO Bereavement to the service, I witnessed a simple common sense initiative reach out to many and have great impact not only on families but effective use of data. With this evidence, my commitment to TUO Bereavement remains firm."

Karen Lounton, Bereavement and Registration Services Manager, Sunderland City Council

Loved my short spell working with the DWP TUO team

Why - because in the 37 years I've worked for DWP I've never worked with a team of people who are all so dedicated to helping customers at a difficult time in their lives.

I worked with the team for 6 months. During this time, I quickly found out about the valuable work they do to support customers, at what can be a stressful time in their life, when they've had a birth or suffered bereavement. The whole TUO team work very well together, fully supporting each other, and I benefitted from this as a new team member. Everyone was so helpful and willing to share their TUO service knowledge and experience with me. Thank you TUO team.

Finally, I believe the TUO service is one of the best services DWP has introduced. Prior to working on the TUO team, I used the TUO service as a customer, when I helped a neighbour report her husband's death. The agent I spoke to was very professional and helpful and I remember being very impressed at what the TUO service does i.e. notifies the death to numerous Local Authority and Government departments. It saved me time because I didn't have to ring individual offices to report the death. A fantastic service that I feel privileged to have worked for.

Hayley Goodwin

Thank you

For continuing to deliver the TUO service; putting the citizen at the heart of what you really matters. The service really does make a significant difference to the lives of its users at what can be a difficult and stressful time. You have continued to work closely with our Partnership Managers to drive improvements for our citizens so we thought you might be pleased to see some of the recent feedback the service has received & a few headline figures.



One customer says the online TUO service is absolutely fantastic. Easy to understand and use and whilst they would normally have suggestions for improvements - "it's perfect the way it is".

Another says what a "magnificently helpful service 'TUO' is". The form sets everything out in such a coherent, orderly fashion, incorporating organizations that people would not necessarily have thought to notify.

Another said the service is brilliant. It is the "easy to use" type of service that is needed during difficult times and they hope it continues for a long time to come.

Almost 45% of our colleagues in Local Authority Registration Services continue to offer the 'Gold standard' face-to-face enrichment channel, which is the best service for our citizens. We appreciate this is difficult when faced with current austerity measures - thank you.

Those Authorities not offering face-to-face continue to work closely with your Partnership Manager to drive the best rates of onward enrichment for your citizens - giving the messages to go on and use the service and as soon as possible; this has seen a further 1% (or just over 2200) citizens benefitting from the use of the service - thank you.