



death
notification
service

Death Notification Service

Delivering an enhanced customer experience
through the death notification journey



Delivering an **enhanced customer experience** through the death notification journey brings **tangible commercial benefits** to your business. Our service aligns your business to industry vulnerable and bereaved customer best practice, and UK Finance's Bereavement Principle 4.

The Death Notification Service (DNS) has been created to enable the relatives of your customers to tell multiple companies that they need to register a death with just a single notification.

The purpose of the DNS is to deliver enhanced customer experience and support to the recently bereaved by taking a "tell us once" approach and delivering a cross-industry solution.

In signing up to the scheme, your company is reducing the emotional and administrative burden on the relatives of your customers as well as your own customer service teams whilst reducing the financial costs of operational volumes on your customer facing and contact centre teams.

This not only improves their experience, but also your reputation.



Supporting your customer charter and delivering real operational benefits

- Enhanced customer experience
- Reduction in inbound calls, emails and letters to deliver cost savings across your operating model
- Completely scalable with improved ability to forecast and plan resourcing, thereby reducing dependency on temporary resource
- Increased brand satisfaction and perception, resulting in positive PR and media coverage with industry and regulator recognition
- Release of contact centre resource to deliver other initiatives for customers that need additional help or to augment the overall operational model
- Positive alignment to industry vulnerability and bereavement principles
- Improved timeliness of notification
- Improved ability to forecast and plan
- Ability to prepare for customer interaction (if needed)
- GRO death validation as part of the notification
- Identity validation of the notifier

1,940 hours

In the first quarter of 2020 the DNS saved the bereaved from making over 1,940 hours of calls to multiple businesses.

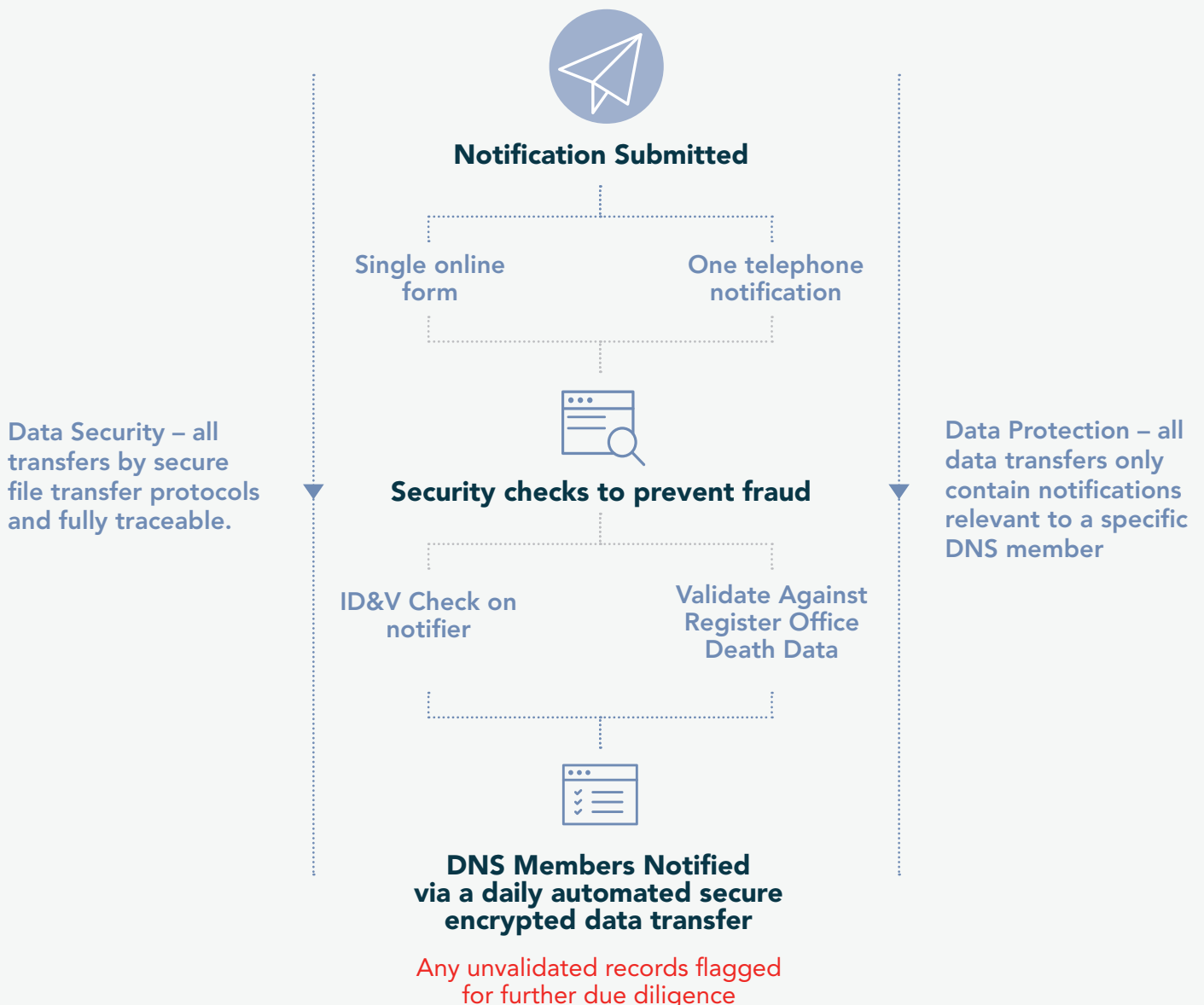
About the DNS

We have created a simple and easy to use online portal, supported by a dedicated Customer Service Centre Bereavement Team, which a family member, friend or administrator can use to provide the notification of a death to multiple businesses without having to contact each one individually.

The online service, supported by a specially trained Customer Support Centre team, is available 24hrs a day 365 days a week.

Having proven a major success in the financial services sector to date, we are now adding more banking and financial services brands to the member's portfolio as well as expanding the service into a number of new sectors, including Telecoms, Utilities (Gas, Electricity & Water), Pensions, Long Term Savings, Insurance and any other sector that has a large customer base.

In the first three years since its launch, the DNS has been used to make 250,000 notifications (as at end 2021). From these, user feedback tells us they want to see the service grow and allow them to notify more than just the major banking brands. Having worked closely with UK Finance and their members to set up the service we are now also working with industry representatives, trade groups and the Registrars of Births, Deaths and Marriages to help grow membership and raise greater awareness.



Making a real difference to consumers

Without the DNS, the average executor or administrator of an estate will have to:

- Deal with an average of 21 organisations
- Spend over five hours on the phone
- Repeat "My has died" 21 times

The DNS takes less than 10 minutes to notify all members of the scheme, and can reduce the number of individual companies that need to be notified by half. All organisations in green below are able to join our service.

Our aim is to make the process quick and easy for both notifiers and the businesses that are members of the service.

For consumers, the notifier can simply access the service on any PC, laptop or smartphone, or through our dedicated telephone line. They then provide us with the following information:

- Details of the deceased
- Details of the notifier
- Which companies to notify – by selecting members from a menu
- Submit Notification – creates a recorded submission which is provided to the selected members

What does this mean for your customers and their families?

- Reduced need for consecutive and repetitive difficult conversations
- Expedited interaction with a larger number of organisations
- Reduced time to notify multiple organisations (five hours reduced to five minutes)

REGISTER THE DEATH

Who needs to be notified upon the death of a family member or friend?

Funeral Directors	○	○	Family and Friends
Employer/ Educational Establishment	○	○	Health Professionals
Government Departments	○	○	DVLA
Passport Office	○	○	HMRC
Libraries	○	○	Local Councils

All the companies listed below can join the DNS

Banks/Building Societies	○	○	Insurance Companies
Pension Providers	○	○	Credit/ Store Cards
Mortgage Provider	○	○	Gas/ Electric/ Water Suppliers
Subscription Services (eg Netflix, Amazon)	○	○	TV/ Internet Companies
Post Office	○	○	Social Media Firms



Delivered by EQ

EQ is a trusted provider of innovative digital solutions for managing customers. As a regulated partner to the UK's most highly regulated industries, we deliver a best-in-class combination of people, processes, technology and data analytics.

EQ partners with some of the best known customer-facing blue-chip organisations, working with them to transform the way they handle deceased customer account transactions to make the process easier for bereaved families and administrators.

For more information on joining the scheme, contact michael.kennelly@equiniti.com, enquiries@equiniti.com or visit www.equiniti.com



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