

Tell Us Once

The Rotherham experience

Louise Sennitt
Superintendent Registrar

Background

- Joined the project from the start October 08
- Acknowledged the importance of involving Registration Officers from the outset
- Active role in pre-pilot discussions
- Technical knowledge and customer skills vital in informing survey to assess customer appetite

Pre-pilot

- October 08 to January 09
- Planning meetings involving stake holders
- Survey out in the community to assess customer appetite
- Survey staff attitude

Pilot

- Implemented F2F Birth work stream February 08 to June 08
- All processes scripted, worked closely with councils business change team
- Designed to have minimum impact on registration statutory duties
- Basic information at point of contact
- Detailed call back
- TUO interview immediately after registration

Pre-pathfinder

- July 08 to September 08
- Continuation of birth work stream
- Take up improving

Pathfinder

- October 2008 to April 2009
- Implemented bereavement work stream
- Promotion of telephony channel
- All staff very positive, had seen benefits of birth work stream
- Excellent F2F take up from start
- Introduction of Bereavement Reporting System

Benefits to customers

- Seamless F2F service
- Choice of channel
- Help at a point when customers are most vulnerable
- Evidenced by excellent feedback
- Evidenced by take up rates
- Birth 70% of all eligible citizens
- Bereavement 76% of all eligible citizens

Benefits to the council

- Efficiency savings information we have is very high level but positive
- Contribution to NI14 avoidable contact
- Significant contribution to application for accreditations - ISO9001 and Customer Service Excellence
- Evidence of successful joint working, customer feedback, identified and met customer demand.

Benefits to the service

- Opportunity to raise the profile of the service
- Further integration of Registration Services into the councils customer access strategy
- New experience for staff, able to actively contribute to development of a new service
- Staff morale - genuinely feel as though they are providing a valuable service

Lessons learned

- Recruitment
- Loading the BRS certificate
- Gathering of evidence
- Data sharing
- Working with registration legislation
- Working with back office services
- Challenging but all manageable – no show stoppers

What we did well

- Involving business change team, consistent mapping of processes
- Work as one team
- Job shadow
- Joint team meetings
- Joint communication
- Joint focus on citizen
- Joint social events

Award winning service

- Rotherham registration Service Tell Us Once Project
- Best Team in simplicity category at annual awards event

