

15 November 2019

Welcome to your latest round-up of news from the Good to Great programme.
Head on over to www.dignitygoodtogreat.co.uk to see the news first.
Why not join the conversation today?

A VIEW FROM THE CREMATORIUM AND MEMORIAL GROUP

Good to Great has a key focus on improving funeral operations. But what about our Crematoria & Memorial division? Crematoria Director Steve Gant reveals how CMG is supporting transformation by testing some important key projects.

Our journey alongside transformation is about to be even more engaging. Some of you will be aware that within the transformation programme, there are ongoing projects to deliver a 'source to pay' solution and a waste and stationery supply project, all of which I am pleased to say will be tested in the crematoria division before they are released to the wider business.



This is a good way for the crematoria division to engage with the Good to Great programme. We'll continue to support and assist transformation wherever possible since we remain acutely aware that we will also benefit from these and other centralisation projects.

It is exciting to be able to report that we are making good progress with many projects in CMG. We are developing a better and more reactive website in line with our CMG branding, which I wrote about in my last blog in May. We have also now completed nearly half of our estate of 46 crematoria with new signage reflecting our new branding.

We recently saw great interest in the work of the crematorium division during the Town Hall updates at head office, so with

this in mind, I have included some of our headline stats from that presentation which I'm sure many of you may not be aware of:

The Crematorium and Memorial Group in 2018

- We look after 46 crematoria (with 76 cremators), 55 cemeteries with the commitment and help of 430 dedicated colleagues
- We took care of 65,000 cremations, 3,500 burials, 4,040 direct cremations and proudly helped 10,900 families decide about a memorial for their loved one
- We have a broad range of clients who we are privileged to serve across the UK, but surprisingly, only 12% of our cremations come from Dignity funeral directors
- We invested a significant £4.5

million in our buildings, grounds and equipment across the group

- We partner five different local authorities to manage and operate their bereavement services.

We have recently started to survey both our cremation and memorial clients, and we are proud that 97.5% of these would recommend our services.

Transformation touchpoints

- We have representation on both the Steering Group and Operating Committee
- We are working hard alongside colleagues from other parts of the business to support and improve the Simplicity offering through the operational delivery of the cremation element of our unattended, intimate and full attended direct cremation product

- We are closely involved in procurement and purchasing trials – Source to Pay, waste and stationery
- We are also benefiting from a much-reinforced HR support from the HRBP team, providing our managers and colleagues with an even stronger HR service.

Warm regards,

Steve Gant, Crematoria Director

PILOT NETWORK CONSULTATION CONCLUDES

It's just a few weeks until the new ways of working go live in the pilot networks, so we take a look at how the consultation has gone, and what comes next.

It's just a couple of weeks until we go live with our new ways of working in the pilot networks of Dinnington, Sutton-in-Ashfield and Lincoln, so we wanted to let you know how it's going.

We know many of you are understandably keeping a close eye on progress and especially what's happening with roles. The great news is that out of the 56 colleagues in the pilot area, a fantastic **20% have secured a promotion** as a result of the consultation process, which has now finished. Five colleagues will be leaving us and taking redundancy – but it's important to stress that this was down to various personal reasons and not because the roles aren't there. In fact, we still have a few vacancies left to fill!



This week sees practical training for the new roles begin in earnest, building on the well-received **Embracing Change** support that colleagues have had to help them on their own personal journey.

So, what's next?

We'll be keeping a close eye on how the pilots work, taking colleagues' and clients' feedback on board. Thanks to the intensive collaboration of colleagues from across many business areas, we're confident the new ways

of working and roles will succeed, but of course we'll be taking the greatest care to make sure we continue to deliver a quality experience to those we are caring for.

Once we're happy the pilot networks are operating as expected over a period of time, we will start national consultation and let you know what this means for you. This won't be a 'big bang' approach, but instead a considered and phased rollout over a period of several months.

We'd love to know your thoughts and queries, so don't forget to leave a **comment here**, get in touch at goodtogreat@dignityuk.co.uk, or check out the **FAQs** online.



NEW TELEPHONY PLATFORM GOES LIVE

From headset trials to testing software, we've been giving you the inside story on the roll-out of a new telephone solution for the Client Service Centre...
And now we're live!

We've all heard the phrase 'good things come to those who wait' and that certainly 'rang' true with the roll-out of the new Mitel telephony system in the Client Service Centre (CSC).

Designed to give our agents better and smarter information, newer phones and better headsets, the new system helps us to take the greatest care of our clients from the outset.

After a few technical niggles, all CSC agents were moved onto the new platform last week, in

planned stages to minimise any potential disruptions for both clients and colleagues.

Nicholas Aston, a CSC agent who trialled the new telephony headset before it was purchased as part of the new platform, said: "I had lots of support from the trainers before the new platform went live, from managing queues of people waiting for an agent to become available, to transferring calls to colleagues.

"On the day we went live, the trainers were on hand to help us

straight away. As colleagues we've all been helping each other too, as we're all getting used to the new system."

Colleagues in all areas of CSC – Pre-need, At-need, Simplicity and Administration – as well as the IT Helpdesk, are all using the Mitel system to log calls and give clients and colleagues the greatest care.

Huge well done and thanks to everybody involved.



OUT NOW: THE LITTLE BOOK OF DIGNITY

Grab a cuppa, get the tissues at the ready and pick up your copy of The Little Book of Dignity.

The Little Book of Dignity contains a small selection of real-life short stories from our Arrangers and Funeral Directors. It may be 'little' in size (see what we did there?) but the book is a monumental celebration of who we are and what we do.

From anniversaries gone but not forgotten, to tearoom shutters at half-mast, each and every page

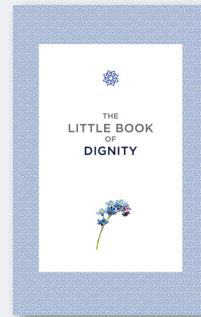
highlights our compassion and pride, of going above and beyond for our clients and their loved ones at their time of need.

Andrew Judd, Director of Funeral Operations, said: "The book is a wonderful, heartfelt reminder of the impact we can all have on our clients, whether that's on the front line or behind

the scenes in our head office functions. Sometimes it's the smallest of gestures that

can offer the greatest of comforts, and this book is testament to that."

What do you think of The Little Book of Dignity? Let us know by leaving a comment on the [**Good to Great website**](#).



WHAT'S #YOURSTORY?

With The Little Book of Dignity out now, we want to hear #YourStory of going above and beyond to help clients or colleagues.

We're a marvellous bunch of people (if we do say so ourselves) but it's very rare that we give ourselves a pat on the back. But we really should do it more often.

It takes a very special person to work in the funeral sector – whether you're on the front line, manufacturing coffins or working behind the scenes at Head Office.

To many of us, doing what we do is vocation, or a 'calling' – and it's all too easy to forget the impact we can have on our clients at their time of need.

And as colleagues, we support each other day in and day out, going over and above the call of duty to be helpful and ultimately deliver the greatest of

care for our clients. We shouldn't forget that.

The Little Book of Dignity is a timely reminder of why we do what we do. And now we want to hear #YourStory. In return, your story might be published in a future edition of the book, and we'll pop your name into a prize draw to win a £100 Amazon gift voucher... not bad considering Christmas is just around the corner.

So, tell us #YourStory by heading over to the [**Good to Great website**](#)... we can't wait to hear from you!



FILM PREMIERE: ARRANGER TABLET

We've got the inside story on how our colleagues and clients are finding using the tablet during funeral arrangements.

With the 'lights' switched on and the 'camera' at the ready, we put three of our Dignity Funeral Directors and a Regional Manager to 'action' for our latest film about the tablet.

Take a look by clicking on the picture.

If you found this video helpful, leave us a comment on the **Good to Great website**.



Karon Wood
Funeral Director,
Coventry & Leamington



Jerry Young
Funeral Director,
North Tyneside



Stephen Rymer
Regional Manager,
North East



Janice Lloyd
Funeral Director,
West Yorkshire

OFFICE SUPPLIES: SIGNED, SEALED AND SOON TO BE DELIVERED

We've chosen the supplier that will help us make ordering office supplies, quite simply, a doddle.

Office Team will very soon become our preferred supplier, meaning we'll be moving away from placing orders with our current supplier, Lyreco.

From ordering actual stationery (think pens and pencils!) to other consumables such as tea and coffee, not only have we negotiated much cheaper prices, we've also secured top-notch delivery times and a wider selection of products to meet the needs of our growing business. Think along the lines of

Amazon - a top-notch online one stop shop for all of your office supply needs - available in just one visit.

Using petty cash to buy stationery or claiming back items through expenses will soon be a thing of the past as there will be a brand new online portal where

you can search, choose and order your office supplies at the click of a button.

We'll now be working with a small group of people across the business to test the Office Team online portal and to make sure the online ordering process is as simple as 123.

If you're a registered user of Lyreco, our current stationery supplier, look out for more information soon on how to set up your account on Office Team.

**OFFICE
TEAM**



Meet the Voice of Dignity

LOUISE JONES
CLIENT SERVICE ADVISOR



It might not be the X Factor or The Voice, but whilst our Client Service Advisors or colleagues in branches are busy taking the greatest care of our customers, it's important that the voice they hear at the end of the phone offers comfort and warmth. Step up to the mic, Louise Jones, whose dulcet tones can now be heard thanking our clients for their patience.

With the recent upgrade to the Mitel telephony system, we took the opportunity to re-record the messages our clients hear when our agents or colleagues in branches are busy assisting other customers. Given that the previous recordings were made over 15 years ago, it was the perfect time.

And so, we asked Louise if she'd answer a few questions in... you guessed it... 60 seconds!

What's your role?

I'm a Client Service Advisor in CSC.

How long have you worked for Dignity?

I have worked for Dignity for 3 years and 11 months.

Where do you live?

I live in Great Barr in Birmingham, and as everyone is aware I have the 'brummie' accent, and very proud of that too!

How did recording the holding messages on our CSC phone lines come about?

I was nominated by Gary Kinsella and Julie Orr in CSC to do the voice recordings as I had previously done a similar thing for the Age Concern funeral plans phonenumber.

How did you feel being asked to do the messages?

I was quite surprised. We have to listen to our calls every week through our coaching sessions with our managers and I always joke "I sound like a 12 year old" and literally squirm in my seat but hey that's just me, I don't think there is one person who likes the sound of their own voice!

How important do you think it is that we have pre-recorded messages?

As we all know when you're on the end of the phone especially with the nature of the job we do, the anxiety and stress that caller maybe feeling can be difficult and all you want is a human being on the end of the line to speak to. As we all know, when we enter these busy periods we do our very best to get every call answered in a professional, respectful and dignified way. I feel the voice recordings can help alleviate some of the stress, to know that someone will be with them shortly instead of just being left with a phone that's just ringing out and not knowing if


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anyone is going to be at the end of the line which would result in further frustration.

How have you found the transition from Avaya to the Mitel system?

Using the new telephony system

has been interesting, with any change it always provides a challenge and with a few teething issues along the way I feel like the system will be a good addition to the CSC. As with anything, patience is a virtue.



JARGONBUSTER

Don't know your BAU from your ROI?
Then we're here to help!

Action

This rather dynamic word is simply used to mean 'to do your tasks.' For example, David Brent may say, "Don't bother me while I'm actioning my deliverables."

Issue

No one likes a problem, but issues sound much more positive and less threatening to many people. Although, sometimes it really, really is a problem. Can you imagine if a rather famous phrase had

been a more diplomatic, "Houston, we have an issue?"

Reach Out

Well, this is a key one on any Buzzword Bingo game. Simply meaning 'to contact,' it's a needlessly dramatic way of saying a very mundane thing. "I'll have my people reach out sometime next week."

Got a phrase that has you bamboozled? Let us know at goodtogreat@dignityuk.co.uk.



HOT OFF THE PRESS!

Check out our latest Dignity leaflet pictured on the printing press, designed to support our recent radio campaigns in the North West and Anglia.

On November 25th, 1.1million households (or 1,142,723 households if you want to be exact about it) across the North West and Anglia will be receiving a Dignity leaflet through their letterbox.



Get in touch

If you have a question about transformation, heard something on the jungle drums, have some feedback or a suggestion for the next newsletter, then leave a comment on the website or drop us an email at goodtogreat@dignityuk.co.uk.

The leaflet not only points them in the direction of their nearest Dignity funeral directors, but it also tells them who we are and why we should be their funeral director of choice.