

16 March 2020

Welcome to our round-up of news from the Good to Great programme. Can't wait for the next issue? Then go to www.dignitygoodtogreat.co.uk to see the news, comment and get involved.

(P.S. Don't forget to print out a copy for any colleagues who don't have email!)

A NEW ZERO HERO

Taking the Greatest Care extends to looking after our planet too, which is why we're moving to Greenworks for all our washroom needs.

There's no Planet B, so as well as seeking great service and value for money from our suppliers, we've also been making sure their green credentials hit the spot.

With a zero waste to landfill promise, Greenworks have been looking after around 75% of our washrooms since 2015, every year diverting over 12,784kgs of our washroom waste from going to landfill and instead being turned into green energy for local hospitals and homes.

We've been impressed with what they have to offer, so have extended their contract to manage all of our washrooms – that's our loos and washing facilities, soaps, feminine hygiene, air fresheners, hand towels and/or hand dryers.

Just how green are they?

The clue is in the name! Greenworks' philosophy is to use the latest technology to turn waste into energy. In fact, they



currently recycle over £1million worth of energy a year, heating 7,000 hospital beds and local homes using hospitals' own incinerators and a special waste digesting system that helps to run power-generation plants.

All of this helps avoid possible future environmental catastrophes associated with landfill or dumping at sea.

What does this mean for me?

If your branch isn't currently serviced by Greenworks, this means you'll have a change of

supplier for your washrooms. Greenworks will be in touch with you directly to make sure you get like-for-like products, and to start migrating over to them.

There's nothing for you to do – they'll do all the legwork.

I want to know more!

Great – head on over to the [procurement site](#), visit the [Greenworks website](#), or drop a line to the team at purchasing.team@dignity.co.uk. You can also find some FAQs about washrooms [here](#).

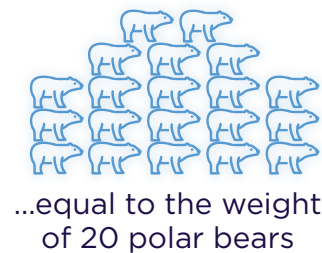
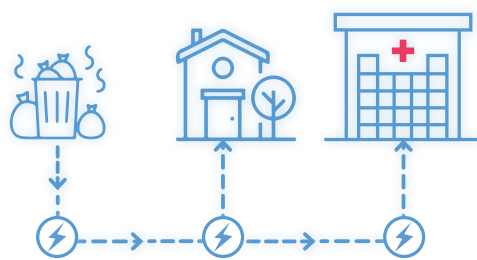
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What do Greenworks do for us now?

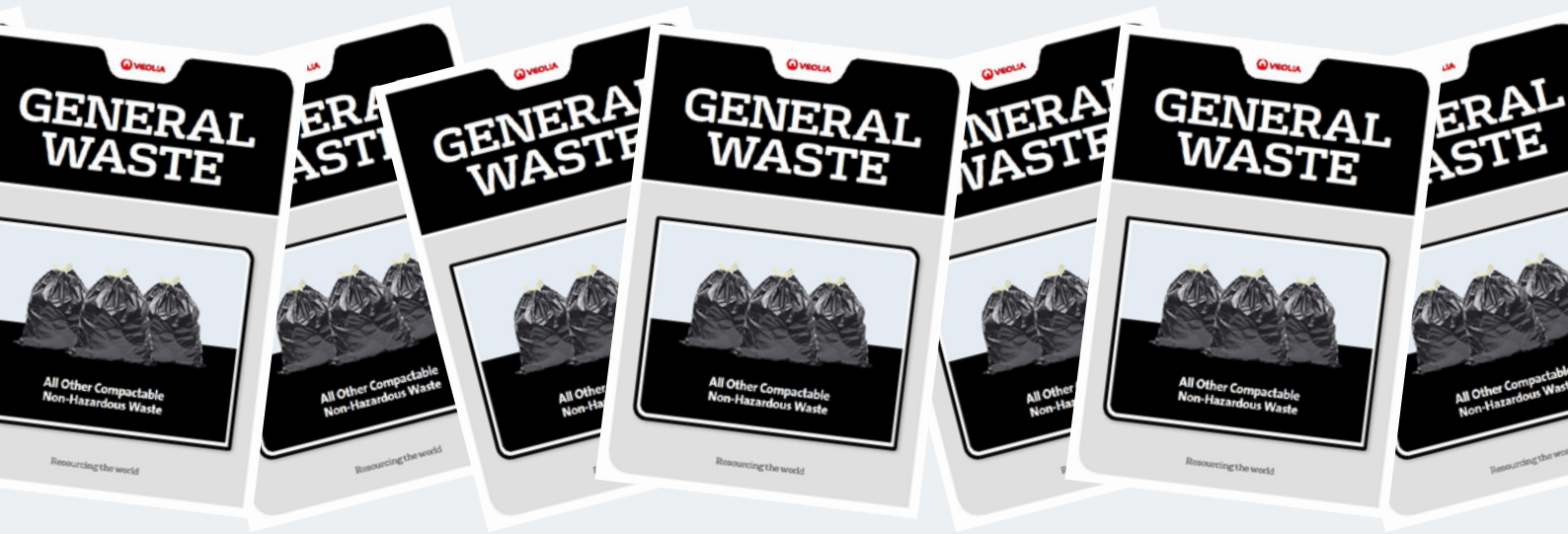


Over 12tn waste into energy for hospitals and homes...



Zero
waste
to landfill





VEOLIA BINS IN BUSINESS

Our new bin service with Veolia went live on 1 February – and an impressive 98% of our sites were transferred to the new supplier in the first two weeks.

So how have they 'bin' doing? With an extensive and complex range of properties like ours, pretty good, despite some initial teething problems in some areas. In fact, over 73% of our new bins were delivered to our sites on time, with access issues, opening hours or needing to reschedule deliveries



due to operational needs accounting for the rest. And in keeping with this good start, around three-quarters of the first collections were also done on time. We know this change has been an inconvenience for some of you, so thank you for your patience as we've rolled out this new service across our properties.

Need to report an issue?

If you have an issue or any feedback on your Veolia service, please get in touch with the dedicated customer services team on **03706 06 06 86**.

Their teams are available Monday-Friday from 8am to 6pm, and Saturdays from 8.30am-1pm.

For more details about the Veolia contract, please visit the **dedicated procurement portal** on the intranet.



SOURCE TO PAY SUPPLIER REVEALED

We've dotted the 'I's and crossed the 'T's and can finally reveal that the Proactis Source to Pay system will be heading your way later this year.

Last year we invited prospective suppliers to **showcase their source-to-pay solutions** to colleagues from funeral operations, crematoria and head office. And after a series of demo days where we collectively put hopeful suppliers through their procurement paces, we gave Proactis the seal of approval.

Now they are officially on board after some detailed contract negotiations, we can start to create our very own Amazon-style buying system. The new online tool will make it easy to

fill your Dignity shopping trolleys by searching, ordering and paying

for the goods you need in just a few clicks. And with a business of our size and scale, that can only be a good thing!

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We know many of you will be itching to have this now, but as the saying goes, 'good to great' things come to those



who wait! We'll be perfecting the design with our operational colleagues in a series of workshops over the next few months, ensuring our new one-stop-shop is as simple and easy to use as possible. We'll then release it to the business in phases to make sure we get it right, so watch this space for more info coming soon!



FUNERAL NOTICES SOAR IN POPULARITY

Our helpful Funeral Notices have soared in popularity with our clients since their launch at the end of 2017.

Our Funeral Notice service gives our clients a simple way to share the details of their loved one's funerals with family and friends. And because it's online, the unique web page can be shared at the touch of a button; whether that's via email, text, WhatsApp or on social media.

This is a complimentary service and since launch we've seen more and more clients take advantage of the tool. In fact, the percentage of Funeral Notices created was initially only 11% of the funerals we conducted. That figure now stands at 54% thanks to your efforts.

But that's not all. Funeral Notices have been visited over 4.75 million times and are currently averaging 84,000 views each week.

Rebecca Long, Digital Product Manager, explains: "These figures are really impressive, and it just goes to show how valuable and useful our clients have found this service. The potential here is remarkable and I am excited to see how we progress.

"Without the hard work and effort of everybody involved in the development of Funeral Notices, we certainly wouldn't

have seen such an increase in uptake. From colleagues at head office continuously developing the functionality, to colleagues in branch explaining how the service works and creating the Funeral Notices for our clients, it's a real team effort across the business."

And that team effort has recently resulted in the ability for our clients to add their Funeral Notice to the local branch web pages – but it's completely optional for the client. Each

branch now has a Funeral Notice directory, which allows colleagues to easily direct people who are searching for Funeral Notices.

There are already thousands of Funeral Notices listed on our local branch web pages and our rather clever measurement tools tell us that many have gone on to look at our pre-need Funeral Plans and local services, supporting the growth of our business.

If you work in a branch and would like some extra support in offering your clients a Funeral Notice, please get in touch with your Branch Development Manager. For technical support you can email funeralnotices.support@dignityuk.co.uk.

Look out for more updates to Funeral Notices coming soon!

The screenshot shows a digital funeral notice for Mr Frank Goodwin (11th July 1944 - 4th March 2019). It features a photo of Mr Goodwin with a child on his shoulders. The page includes a 'Flowers welcome' section with a 'Send a donation' button, a 'Service' section with details for Birmingham Crematorium, a map, and a 'Charitable donations' section with a 'Send a donation' button. A 'If arrangements change' section is also visible.

Did you know?

Over
£1.5million

has been raised for charities directly from our Funeral Notices.

A TRUSTED PROVIDER – TWICE OVER!

It's celebrations at the double after both Simplicity and Funeral Plans receive prestigious Feefo awards for excellence in customer care.



As good as gold! Simplicity team members (from left) Shaun Fitzharris, Wendy Allan and Sarah Aggarwal.

We monitor client satisfaction levels across all aspects of our business, but for Simplicity Cremations and the sale of prepaid Funeral Plans we also make use of a third party platform called Feefo to capture and share online reviews.

Feefo doesn't just record what clients are saying; it analyses the reviews too and recognises the highest scoring companies through an annual scheme called the Trusted Service awards.

Simplicity has been presented with Feefo's highly coveted Gold standard, which requires a

business to collect 50 or more reviews during a calendar year with an average service rating of at least 4.5 out of 5 (our rating was 4.7).

In the case of Funeral Plans, we also met the criteria for Gold Trusted Service, but because our scores have been maintained at this level for three years in succession (they currently average 4.8) the award standard gets upgraded to Platinum.

Gary Kinsella, Head of Client Service Centre, offered his congratulations and thanks to the Simplicity team.

"This award reflects the hard work that everyone has put in to deliver high standards of care throughout the customer journey, from the initial enquiry through to arrangements and handling any queries along the way," he said.

"The service we offer is very much the result of a team effort, incorporating contributions from a number of business areas and our colleagues in Funeral Operations.

"There is no better measure of how well we are doing than independently gathered feedback from the clients themselves and to know that we've reached an award winning standard should make us all very proud."

Tim Sinclair, Head of Funeral Plan Marketing, added: "Feefo allows us to engage with our customers and gain true insight into their experience with Dignity Funeral Plans so that we can continue to make improvements.

"It's great that Feefo now recognises those businesses who are going above and beyond to provide a consistently excellent service and dedicate themselves to achieving such high standards year after year. Receiving the Platinum award is a credit to the entire team and richly deserved."





seconds with... Tim Sinclair

HEAD OF FUNERAL PLAN MARKETING



With our Funeral Plans expected to grow in popularity, and key to our future growth, we caught up with our Head of Funeral Plan Marketing, Tim Sinclair, to see what makes him tick.

Where are you based?

Fourth floor, Duke Street offices, Sutton Coldfield.

What was your first ever job?

Aged 15, working in a packing factory to earn a bit of pocket money. It was very dull!

Where did you go on your last holiday?

A Victorian National Trust cottage in the grounds of the beautiful Tyntesfield National Trust estate in Somerset. Bliss.

What does a typical day look like for you?

It's a mixture of people management (working to support the lovely lot in my team generate leads for Funeral Plans and converting these leads into sales) and hands-on marketing, where I may be personally leading on specific projects. The days tend to be quite long, with lots going on, but there's usually an interesting variety of tasks. Everything from holding 1-2-1s to feeding back on specific creative materials, from

reviewing reports and budgets to planning future campaigns.

How and why did you get into the funeral industry?

I've worked in marketing for the whole of my career, 30+ years, across a wide range of industry sectors, but most recently in financial services. I've tended to work in businesses going through major growth or change and it's that which attracted me to Dignity Pre-Arrangement.

How would you explain your job to a three-year old?

I help people buy the things that they need.

Tea or coffee?

Both, depending on the time of day, but if you push me, coffee please.

Star Wars, Star Trek, or none of the above?

Definitely *Star Wars*. I have a teenage son and I've watched every *Star Wars* film several times over!

Favourite film or artist?

All the J.K. Rowling *Harry Potter* / *Fantastic Beast* films.

What's the highlight of your day?

The engagement with the people in my team. They're a good bunch.

What would your top tip be to take Dignity from Good to Great?

Adopt a culture of constant improvement and ban the phrase 'we don't do it like that round here.'

Are you excited about the future of Dignity?

Yes. I've been here for three years now and there's already been a lot of change in that time, but I can see how much more there is to come. It's all good though; the business is definitely moving in the right direction.

THE RUMOUR MILL

Is it true that all arrangements will be done on a tablet or, even worse, a computer? If this happens I believe that the personal touch, eye contact and free flow of the conversation will be compromised.

FALSE

In 2019 we introduced a 'proof of concept' initiative where we piloted the use of tablets with a group of funeral arrangers. This allowed us to test the use of tablets with customers to see how they are received in an arrangement setting. It also gave us time to see if our colleagues were comfortable with using the technology. Feedback has been incredibly positive from clients and colleagues alike, so we are looking at how we can best roll out this technology to make our arrangements more efficient and in line with customer expectations. We have no plans to introduce computers for arrangements. See what our colleagues trialling the tablet had to say, [here](#).

My team have concerns over mystery shopper results and customer surveys/feedback and who takes ownership of this. At present the FSA in

branch oversees the arrangement, flowers, order of service, booking the celebrant/minister, etc. The concern is they won't have ownership of this if they can't go to the home address of the client or if it's actioned more centrally, so therefore won't be able to oversee the level of service given, yet it will still reflect on the branch.

FALSE

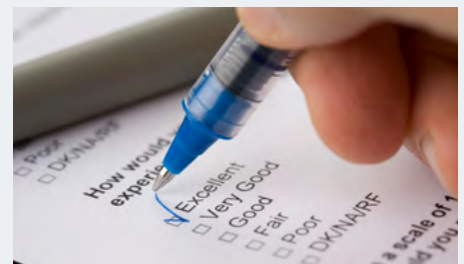
Mystery shopping and gathering customer feedback is something that virtually every large company does. It's important for us to see what's working in the customer journey and what can be improved, so we will continue to do this. Good to Great aims to make sure our processes are consistent across the business and it's not the case that the FSA has ownership of all of these things in all our branches now. The proposed new ways of working will see duties clearly identified for certain roles, including accountability for customer satisfaction, so we can continue to monitor how we perform at a national, network and local level.

HAVE YOU HAD THE LATEST TEAM BRIEF?

A few weeks ago we issued our latest Team Brief, where we get managers and colleagues together to get regular, consistent updates and feedback with any suggestions or questions they have.

We'd love to know how it's going for you. Please let us know in our **quick one-minute poll**.

If you haven't had yours yet, why not give your manager a nudge to remind them?



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