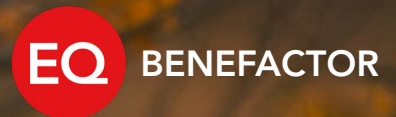# The business benefits of joining The Death Notification Service

Being a member of The Death Notification Service (DNS) brings valuable benefits to your organisation.

When a customer dies, it can sometimes take a long time for you to receive the notification of death. This is understandable as friends and family (the notifiers) of the deceased rally round and try to sort things out. The DNS service provides a quick and easy way for notifiers to contact your business. Your business then receives early and accurate notifications so it helps everyone.

Over the last two years we have spent time with clients across different sectors to truly understand the ways DNS can help businesses. It doesn't matter whether you receive 100 or 100,000 death notifications per year, EQ has a commercially viable DNS solution for you.

How much does it cost your business to process a death notification today?

Many organisations do not have a clear understanding of the financial impact of dealing with death notifications. Often there is little visibility of the number of notifications being received and through which channels. Many organisations seem unable to identify the number of repeat conversations had per notification. This is an area in which EQ can help.

At EQ we place a focused lens on the process and costs. We can show you the financial benefits of DNS and help your business to produce a compelling business case to allow your customers to use the service.

From our research, both in our business and with our clients, we have identified how much it typically costs organisations to manage notifications in-house. It ranges from £7.75 to £29.12; the large variance in cost is driven by channel of contact, the efficiency of the operating model, and the number of interactions needed. The Death Notification Service can dramatically reduce this cost by up to 85% per notification.

How many death notifications can a business expect to receive?

Type of business and the sector you are in will influence the number of notifications. We have created DNS in a way that works for businesses of all sizes across all sectors. For a basic estimate you need to take into account the volume of customers you have and apply the UK mortality rate to this. The 2022 mortality rate is 1,040.8 deaths per 100,000 people.

For every 100,000 customers you have, the cost of taking death notifications could be as high as £32,116.45.

Although this formula gives an indication of the volumes you will receive, understanding the demographics and user behaviour of your customers will help give a more accurate estimate. To refine this, we can work with you and analyse your MI (management information).

Reduce the volume of inbound calls, emails and postal notifications.

DNS will digitally provide you with a simple daily update. The data from which can be put directly into your workflow. In most cases, the information we share will provide everything you need to complete work associated with the notification process.

Improved notification timelines with the added security of validation.

Being a member of DNS means you will receive notifications much sooner than you would through traditional in-house methods. The average notifier needs to make 21 individual notifications which can take a number of days or even weeks or months to complete. DNS allows the notifier to send the notification to multiple businesses with one simple online transaction.

As part of the DNS service we validate registered notifications through the General Records Office (GRO). The GRO is the national database for all births and deaths registered within England and Wales. We also validate the identity of all notifers via a Credit file identity check. So in addition to early notification, you have the reassurance that EQ have carried out the important security checks.

Improved interaction with the family and friends of your deceased customers.

Bereavement makes individuals vulnerable. In many cases the person making the notification will not have a pre-existing relationship with your business. This could be the first time they have engaged with you. In these circumstances, like all others, your business needs to help the individual know what they need to do.

This is also a chance for your organisation to show its humanity and understanding. First impressions count, especially at times of vulnerability. That individual could, in the long run, be your next brand ambassador. So getting communications right, right from the start is critical for ensuring the bereavement process is handled well. It will also help form a view of your business which can impact on future opportunities.

Respecting privacy and a better experience for your employees.

When making the death notification, many notifiers don't want to speak to someone in person. Having to repeat conversations at a difficult time is one of the most challenging aspects of dealing with a bereavement. Yet, the individual does want the assurance that your records have been updated and you are aware of their situation.

DNS removes the need for direct contact. It also ensures you receive the information you need for you to conduct the account administration process with ease and with the right contact. We will provide you with the right contact name for the Estate, the correct correspondence address, email and contact numbers.

DNS also means you are creating a better working environment for your employees dealing with the friends and family of your deceased customers. Instead of taking 'cold' inbound calls to receive the notification, your staff will now be able to make contact with all the details they need ready in advance. This greatly improves the interaction and reduces the need for repeat calls and delays. DNS will also help to prevent unnecessary debt recovery processes. This limits distress for the individuals and lessens the financial and reputational impact on your business.

In total, DNS will satisfy many of your business needs and significantly improve your bereavement process:

Reduced costs and improved efficiency.

Timely and validated notification.

Reduced call volumes, emails and post.

Enhanced customer experience and interaction.

For more information on the scheme,
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