



Department  
for Work &  
Pensions

# Tell Us Once (TUO) Customer Service Birth and Bereavement Surveys – Technical Annex

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November 2013

## **In House Research Report No 18 - Technical Annex**

A report of research carried out by the Department for Work and Pensions

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## **Tell Us Once (TWO) Customer Service Birth and Bereavement Surveys – Technical Annex**

The information contained within this annex is intended to supplement the methodological content in the published report of the survey.

### **Registering with the TWO service**

When a birth or death is registered, this information is usually captured at the local authority registry office. This is when the person registering the birth or death is normally notified of the TWO service, and what it entails and provides. However, births and deaths can also be registered at other local authority outlets (e.g. hospitals, customer service offices). At present not everyone is notified at this stage, as not all local registrars are signed up to the service (although the numbers are increasing).

As at October 2013, 364 (89%) of Local Authorities have signed up and are delivering the bereavement service and 191 (47%) and delivering the birth service.

Some people find out about the service through other avenues, however in the majority of cases the local registry office is the usual place to be notified of the TWO service, as highlighted by the responses to Q1.1.

The person can register with the TWO service face to face, by telephone and online (bereavement only). If the person would like to register with TWO, then they will provide extra information to the data capture agents. These are the staff involved in the delivery of the TWO service and initial capture of relevant information. These are primarily Local Authority employed staff engaged in the registration, and bereavement services provided locally and DWP employed telephony agents.

Up to the end of September 2013, 133,612 births and 438,108 deaths had been registered with the TWO service since 2008.

Of the registered deaths with TWO 419,673 had been through the face to face and telephony channels while 18,435 had used the online service.

### **Consent to participate in the survey**

The information is captured on the Change Reporting System (CRS), which is the DWP hosted, cross government service which supports the Tell Us Once service. From March 2013 those using the TWO service were also asked if they would consent to being contacted in future to participate in a customer service survey. This was asked in the following form;

When using the Tell Us Once Service, customers are presented with the question;  
*"Citizen Survey - to help us improve our service, please can we contact you about how useful you found this site?"*

Customers are given the option of yes or no. If they respond with a "no", no details are captured. If they respond with a "yes", their contact details are recorded on the Customer Recording System (CRS) via a series of weekly reports. These reports can only be obtained by authorised personnel.

When making contact with the customer, before starting the survey, the telephony agents have the following script that they must follow in order to obtain customer consent, after establishing that they are speaking to the correct person:

*"Good morning / afternoon, my name is X and I'm phoning from the Department for Work and Pensions, the Tell Us Once Service. I understand that you recently used the Tell Us Once Service and have given your consent to participate in a short survey to help improve the service. The survey will take about 10 minutes. Is this a convenient time for you to participate in the survey?"*

If consent is received, the staff advise the customer that the information they provide will be confidential. As the survey is being undertaken by agents at the International, Specialist & Future Pension Centre, all calls are recorded. There was an informal review of the phone calls in the week running up the survey going live. This was to advise with quality control and any problems encountered which led to the development of lines to take and slight tweaks being made to the scripts used.

### Telephone Interviewing

Both these surveys were carried out as telephone surveys by colleagues at the International, Specialist & Future Pension Centre.

This type of survey interviewing can be a cost effective and relatively timely way of collecting the required information from a sample of respondents compared with face to face and postal questionnaires. As telephone interviews can interrupt the personal time of respondents it is important to keep them short and we aimed to keep within fifteen minutes. Some respondents may be difficult to reach depending upon the time of day of the call, so this can reduce the response rate. It is therefore good practice to ensure there are call backs at different times of the day to those initially unanswered calls.

### Length of interview

Survey	Minimum call length (hours/minutes)	Maximum call length (hours/minutes)	Median call length (hours/minutes)
Bereavement	00:01:23	02:40:58	00:06:31
Birth	00:01:15	02:34:17	00:07:47

There were 18 calls that were recorded as over an hour in length for the Bereavement and Birth surveys. This may be due to the sensitive nature of the subject and/or some error in recording of the start and end times.

## **The Questionnaires**

The questionnaires were drafted in collaboration with advice from analysts in DWP Finance and Commercial. It was decided that the survey would be quantitative consisting of a mixture of multiple choice and ranked questions. There were also options for recording comments to some of the questions. Some demographic information was collected for potential follow up to improve service in certain areas, but was not used in the analysis of the results.

Care was given to the flow and order of the survey and also to the number of questions and potential length of the survey. In addition to advice from analysts the

surveys were also sent to potentially interested parties outside Government such as Age UK for their comments.

Both the Bereavement and Birth Surveys are included in Appendix 1

## **Response Rate**

Between March and June 2013 the number of birth and death submissions to the TUC service was 79,934. Over the same period 21,560 customers agreed to participate in the survey, which is 27 per cent of all those that used the service.

Of those that agreed to take part in the surveys the response rates were calculated as follows;

$$\frac{100 \times \text{Number of successful calls}}{\text{Number of calls made}}$$

For the Bereavement survey 21 per cent of all calls made were successful. For the Birth Survey this was 24 per cent.

If we look at the above response rates along with those that agreed to be contacted we see that the overall per cent of those that could be surveyed is around 6 per cent.

### Non response

The lower the response rate to a survey, the greater the likelihood that those who responded are significantly unlike those who did not, and so the greater the risk of systematic bias in the survey results. Unless information is available about the nature and extent of such bias there are likely to be problems in generalising the sample results to the population. Given that there is very limited information available in our sampling frame we are unable to investigate, or correct for any biases in response. However, it is also important to add that there is no evidence that those not surveyed are different to those surveyed, but it is still important to be cautious about generalising.

## **Missing data**

Both surveys have some missing responses across the questions and this is to be expected. Those classified as missing responses in the surveys were those where there was no data entered (blank cells). These missing responses have been omitted from the final analysis of both surveys.

There were also questions that had responses recorded as 'No Replies' which were different to the missing responses. These are included in the analysis and have their own category. It is important to note that the 'No Replies' and missing responses exclude situations where due to responses to earlier questions the routing of the survey questions mean they should not have been asked that question.

Due to date capture problems there were also some instances of incomplete returns. These returns had large sections of questions left blank, and therefore all the responses were omitted for these respondents. This accounts for the number of successful phone calls made being larger than the sample sizes required, due to an increased number needed to replace some of the discarded responses.

## Reliability of Survey Estimates

The accuracy of survey estimates is the degree of closeness between an estimate and the true value.

All survey estimates have a sampling error attached to them, calculated from the variability of the observations in the sample. From this, a margin of error (confidence interval) is derived. It is this confidence interval, rather than the estimate itself, that is used to make statements about the likely 'true' value in the population; specifically, to state the probability that the true value will be found between the upper and lower limits of the confidence interval. A small margin of error will result in a narrow interval, and hence a more precise estimate of where the true value lies.

Sample sizes were chosen to give a margin of error of +/- 5 percentage points around a sample result of 50% - i.e. if 50% of respondents answered in a particular way, then based on the sampling error, we can be confident that between 45% and 55% of the population would answer in that way. These sample sizes are to the 95 per cent confidence level.

There were some questions in each survey that were only asked to a subset of the sample. For example in the Bereavement Survey, questions 2.6/2.7 were only asked of those that had a face to face or telephone registration with the service with Q2.13 asked of the online users only. As these questions are asked of a subset, the sampling error around the results to these questions will be greater.

In addition to sampling errors, consideration should also be given to non-sampling errors. Sampling errors arise through the process of random sampling and the influence of chance. Non-sampling errors arise from the introduction of some systematic bias in the sample as compared to the population it is supposed to represent. As well as response bias, such biases include inappropriate definition of the population, misleading questions, data input errors or data handling problems – in fact any factor that might lead to the survey results systematically misrepresenting the population. There is no simple control or measurement for such non-sampling errors, although the risk was minimised through careful application of the appropriate survey techniques from the questionnaire and sample design stages through to analysis of results.

Care was taken in the sample design to ensure the selected sample was a representative one and to reduce non sampling errors, although these are difficult to gauge. This was done through, for example, properly defining the population and testing questions prior to full commencement to reduce the possibility of including misleading questions. The confidence intervals used here reflect the sampling errors alone.

## **Appendix 1: Tell Us Once Customer Service Survey Questionnaires – Birth and Bereavement**

### **Bereavement Service Questionnaire**

#### **Section 1 – Tell Us Once and notifying Public Services**

To help Tell Us Once improve and to make sure everyone is aware that the service can be accessed, we would like to know more details of how you heard about the service and if you would have known what to do if the service did not exist. Please provide one response for each question.

##### **1.1 Where did you hear about the Tell Us Once service?**

*Select one response*

- Registrars
- Hospital/Hospital Bereavement Officer
- Funeral Director
- Council website
- Newspaper, free paper/magazine
- Leaflet or poster
- Gov.uk website
- Result of a search engine (e.g. Google, Bing etc.)
- Websites (e.g. bereavementadvice.org, adviceguide.org.uk etc)
- Word of mouth – e.g. from a friend or family member
- Other, please can you give details in the box below

Other:

##### **1.2 If you had not used the Tell Us Once service, would you have known how to contact the organisations you needed to tell?**

*Select one response*

- Yes, all of them
- Most of them
- A few of them
- None

## Section 2. The service you received

We would like to understand how you felt about the service you received.

### 2.1 Could you advise the county in which the person who died lived?

### 2.2 Which Local Authority did you visit to register the death?

### 2.3 Which Tell Us Once Service did you use?

Face to Face with Local Authority Agent

Over the telephone

Over the Internet

We would like you to select how much you agree or disagree with the statements below:

Please rate the following on a scale of 1 to 6 with 1 being strongly disagree and 6 being strongly agree:

	1	2	3	4	5	6
<b>2.4 The time taken to record my details was acceptable</b>						
Comments						
<b>2.5 I understood what the service would do for me</b>						
Comments						
<b>2.6 (Not COL customers) The staff were helpful</b>						
Comments						
<b>2.7 (Not COL customers) The staff showed a good understanding of my situation</b>						
Comments						
<b>2.8 I have confidence in way that the Tell Us Once service handled my personal details</b>						
Comments						
<b>2.9 The letter I received was accurate and easy to understand</b>						
Comments						
<b>2.10 I am confident that the services informed have acted on the information provided</b>						
Comments						
<b>2.11 My overall experience of the service was good</b>						
Comments						
<b>2.12 I would be willing to recommend the service to others suffering a bereavement</b>						
Comments						



<b>2.13 (COL customers only) I found the service easy to use</b>						
Comments						

**2.14 Is there any part of the service which could have gone better?**

- No
- Yes

**If yes, please give a little bit of detail**

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### **Section 3. More services and organisations**

Tell Us Once would like to improve the service we offer. In this section we would like to know if there were any other services or organisations you would have liked Tell Us Once to inform on your behalf, in addition to those already notified.

**3.1 Would you trust Tell Us Once to share your information with additional Government Departments, other organisations and services?**

- Yes
- No, please go to question 3.6

**3.2 Were there any additional government services, organisations or services you would have liked Tell Us Once to contact on your behalf?**

- Yes
- No, please go to question 3.6

**3.3 Please can you list any other companies, organisations and services that you had to contact after using the Tell Us Once service, in order of importance to you? (1 being the most important and 5 less so)**

1.	
2.	
3.	
4.	
5	

**3.4 If Tell Us Once could have notified other companies (non-government organisations) on your behalf, would you have welcomed this?**

*Select one*

Yes, please provide details at question 3.7

No, please go to section 4

**3.5 Please select from the list below the companies you would have found useful if Tell Us Once was able to notify on your behalf:**

Energy Providers (British Gas, Eon etc.)

Water companies

Banks/Building societies

Insurance Providers

Pension Providers

Internet/Telephone Providers

Probate Services

Other (*please state in the box below*):

**3.6 Have you received marketing material for the person who died?**

Yes

No

**3.7 Would you like TEO to use the information provided to reduce marketing material received?**

Yes

No

**Section 4. Hearing back from the organisations notified**

We would like to know if you heard from the organisations you selected to be notified, following using the Tell Us Once service.

**4.1 Did the organisations you selected to be notified contact you as a result of you using the Tell Us Once Service?**

Yes

No. Please advise which organisation didn't contact you.

Comments

**4.2 Did you need to contact any of the organisations you expected to be notified by after using the Tell Us Once Service?**

No

Yes; please advise who and why

**Section 5 Customer Demographics**

Finally we would like to know a little more about our customers, the types of services they use and their experiences when using the service. In order for us to build up this information would you mind answering a few questions please?

**5.1 Could you advise the year in which you were born?**

**5.2 Gender**

Male

Female

**5.3 What is your current employment status?**

Employed

Unemployed

Self Employed

Retired

Thank you for taking time to complete the Tell Us Once customer satisfaction survey. The Tell Us Once service is built around the needs of the customer and therefore your feedback is essential to us.

If you would like to see the results or have any questions with regards to this survey please contact: Karen Wade at [tellusonce@customerservices.gsi.gov.uk](mailto:tellusonce@customerservices.gsi.gov.uk)

# Birth Service Questionnaire

## Section 1 – Tell Us Once and notifying Public Services

To help Tell Us Once improve and to make sure everyone is aware that the service can be accessed, we would like to know more details of how you heard about the service and if you would have known what to do if the service did not exist. Please provide one response for each question.

### 1.1 Where did hear about the Tell Us Once service?

*Select one response*

- Registrars
- Council website
- Newspaper, free paper/magazine
- Leaflet or poster
- Gov.uk website
- Result of a search engine (e.g. Google, Bing etc.)
- Website relating to pregnancy, birth and parenting (e.g. mumsnet.co.uk)
- Word of mouth – e.g. from a friend or family member
- Other, please can you give details in the box below

Other:

### 1.2 If you had not used the Tell Us Once service, would you have known how to contact the organisations you needed to tell?

*Select one response*

- Yes, all of them
- Most of them
- A few of them
- None

## Section 2. The service you received

We would like to rate the service that you received when using Tell Us Once.

### 2.1 Could you advise the county in which the baby was born?

**2.2 Which Local Authority did you visit to register the birth?**

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Please select the most appropriate response to the statements below:  
Please rate the following on a scale of 1 to 6 with 1 being strongly disagree and 6 being strongly agree

	1	2	3	4	5	6
<b>2.3 The time taken to record my details was acceptable</b>						
Comments						
<b>2.4 I understood what the service would do for me</b>						
Comments						
<b>2.5 The staff were helpful</b>						
Comments						
<b>2.6 The staff showed a good understanding of my situation</b>						
Comments						
<b>2.7 I have confidence in the way the Tell Us Once service to handle my personal details</b>						
Comments						
<b>2.8 The letter I received was accurate and easy to understand</b>						
Comments						
<b>2.9 I am confident that the services informed will act on the information provided</b>						
Comments						
<b>2.10 My overall experience of the service was good</b>						
Comments						
<b>2.11 I would be willing to recommend the service to friends</b>						
Comments						

**2.12 Is there any part of the service which could have gone better?**

Yes

No

**If yes, please give a little bit of detail**

--

**Section 3. More services and organisations**

Tell Us Once would like to improve on the service we offer. In this section we would like to know if there were any other services or organisations you would have liked Tell Us Once to inform on your behalf.

**3.1 Would you trust Tell Us Once to share your information with additional Government Departments, other organisations and services?**

Yes

No, please go to question 4.

**3.2 Were there any additional government services, organisations or services you would have liked Tell Us Once to contact on your behalf?**

Yes

No, please go to question 4.

**3.3 Please can you list the other government organisations and services that you had to contact after using the Tell Us Once service, in order of importance to you? (1 being the most important and 5 less so)**

1.	
2.	
3.	
4.	
5	

**3.4 If Tell Us Once could have notified other companies (non-government organisations) on your behalf, would you have welcomed this?**

Yes

No, please go to question 4

If you answered yes, please advise

**Section 4. Hearing back from the organisations notified**

We would like to know if you heard from the organisations you selected to be notified, following using the birth service.

**4.1 Did the organisations you selected to be notified contact you as a result of you using the Tell Us Once service?**

Yes

No. Please advise which organisations didn't contact you.

**4.2 Did you need to contact any of the organisations you expected to be notified by after using the Tell Us Once Service?**

No

Yes; please advise who and why

**Section 5. Customer Demographics**

Finally we would like to know a little more about our customers and their experiences of using the service. In order for us to build up this information would you mind answering the following questions please?

**5.1 Could you advise the year in which you were born?**

**5.2 Gender**

Male

Female

**5.3 What is your current employment status?**

Employed

Unemployed

Self Employed

Thank you for taking time to complete the Tell Us Once customer satisfaction survey. The Tell Us Once service is built around the needs of the customer and therefore your feedback is essential to us.

If you would like to see the results or have any questions with regards to this survey please contact:

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