

November 2021 Live Partner Collaboration Session Summary

Date of session: 3.11.21

Attendees: NHS login team & Live Partners

Update on Partner Stats Reporting

- Ran through our plans to provide partners with a dashboard of their NHS login stats. We use Splunk which will provide monthly (or weekly if needed) reporting and we'll set up a specific template for each partner which will show stats such as unique uses, total logins and backend verifications.
- Plus, we also use Adobe Analytics which can show partners the numbers of users at different points of the journey and highlight where there are drop offs. Including IDVM figures.
- We can provide 6 months historically – but are investigating going further back.

Partner Benefits: up to date and more detailed data to help identify any areas in the journey where users may drop off or not be successful in order to help support/educate partner users before they join.

PO Email Trial Update

- The purpose of the email is to try and educate users what login is and the benefits of them uplifting from P0. An initial trial was done in October 2021 to understand the impact of sending emails to users who remain at P0 to educate them on the benefits of uplifting. 195k emails were sent over 7 days, almost 15k users uplifted. 7.7% conversion rate.
- Now we have confidence it works we are planning to send an email(s) to the remainder of users at P0 (circa 7 million)

Partner Benefit: Will help get more users verified to a high level when they come to your service and educate them on the partner services available to use

Update NHS record via NHS login

- We are interrupting the user journey where we identify their details are different to those held on their GP record. This has been successful with lots updating their details.
- Now we want to provide them with the ability to update their details at any time, at their leisure within the Manage Your Account area.
- This sits within the NHS login setting area and is now split between 'Your NHS login details' and 'Contact details on your NHS record'.
- We have just completed a round of user research to test new screens and development work will begin next week.

Partner Benefit: Users details will be more up to date and accurate with this additional functionality

Help Centre

- Role of the Help Centre is to enable users to self-diagnose any issues they are having. Over the last month we have been updating the information on the Help Centre to make sure it is current and relevant to the user journey. Will be updating continually in the future

Partner Benefit: Help users get through the journey when they have an issue

PYI (Prove your identity) Video Review Changes

- When a user registers for NHS login and their device doesn't support face scanning, they are routed down the video selfie option.
- Users were getting stuck when they had to review the video. The continue button was disabled until they had viewed the video in order to ensure the quality of the video submitted would pass ID checking.
- However, we now have growing numbers of users who are getting stuck at this point and so have taken the decision to relax this validation and allow users to continue without checking the video – although we still advise them to.
- We are monitoring this change to ensure video quality submitted is not negatively affected by it.
- **Partner Benefit: Will allow more users through the journey who may have dropped off or got stuck at this point**

Retro Board Review

- We ran through the retro board of issues, blockers, risks posted by partners from the October session.
- A separate summary document of all the points raised and our responses to them will be available online in the Part Collaboration Session summary section which will be coming shortly.

Partner Collaboration Summaries

- We are in the process of writing summaries of all the Partner Collaboration Sessions which have taken place since its inception last July 2020 and will be posting them online so partners can access them at any time and share with their colleagues to help keep updated on our developments.
- We will share the link once they are published.