

# FAMILY CONTACT ANNUAL HIGHLIGHTS

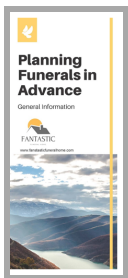
FROM THE 2018 ANNUAL FAMILY CONTACT REPORT  
FOR ALL PARTICIPATING FUNERAL HOMES

## 2018

Individual funeral home data may or may not reflect the overall participant results. Look over your individual funeral home report for more specific information.

### NOTEWORTHY ITEM TRENDS:

#### PREPLANNING RESOURCES



More families are asking for information and resources to help them plan ahead for a death of a loved one or for their own death in order to ease the burden on their family and friends.

#### PERSONALIZED URNS



Personalizing an urn gives an added touch that families appreciate. Many families prefer urns that can be engraved, contain imaging, appliques and other elements that add personalization.

#### FINGERPRINT KEEPSAKES



Often times, these keepsakes come in the form of a necklace or ring. They enable families to keep a piece of their loved one with them or near them, which provides a sense of comfort and connection.



### TOP 3 AREAS OF FUNERAL SERVICE THAT FAMILIES WANT TO KNOW MORE ABOUT:

1. Planning funerals in advance
2. Financing funerals in advance
3. Grief services or support groups

(Question 11 on the survey)

**\*6% of the people who responded to this question asked to be contacted.**

### TAKE AWAY

The combined survey results for all participants indicate a strong possibility of gaining pre-need leads from the people who request to be contacted. If your individual funeral home's results are similar to the overall participant data, then this may be an indication that some type of aftercare resources or programs would benefit your funeral home.



## TOP 3 CATEGORIES RATED "EXCELLENT" BY RESPONDENTS:

1. **Staff's Professionalism (93%)**
2. **Staff's Compassion (92%)**
3. **Appearance and cleanliness of the facilities (91%)**

(Question 2 on the survey)

### TAKE AWAY

The combined survey results for all participants indicate that funeral home staff is leaving an excellent impression among families. Respondents also appreciate the upkeep and pleasant appearance of the funeral home. If your individual funeral home data reflects the overall participant data, an excellent staff and charming facilities are important aspects of your business.

## HIGHS AND LOWS:

- Respondents chose the funeral homes based on the top following reasons: *Previously served our family* (65%), *Attended a non-family funeral here in the past* (28%) and *Personally know the owner or staff* (24%).
- In general, less than 1 % percentage of respondents rated Family Contact participants "poorly" on the following categories: *Honored the deceased's life* and *Suggested appropriate service and merchandise options that reflected your loved one's life*.
- A lower percentage of respondents gave "Very Well" ratings in the following categories: *Provided merchandise and service options appropriate for your financial ability* (68%), *Provided resources to help you cope with grief* (55%) and *Helped you express your grief* (51%).

### TAKE AWAY

The collective findings of member participants indicate that past experiences at the funeral home location carry a strong impression on potential clientele. Every person who attends a service at the funeral home is a potential customer. Networking within the community also plays a strong role. Overall participants benefit from displaying compassion and professionalism, but need to work on helping people express their grief and providing resources to cope with grief.

## TOP 3 ASPECTS OF THE FUNERAL SERVICE THAT RESPONDENTS FOUND VERY IMPORTANT:

1. **Completed all details in a professional manner (68%)** — 87% of the respondents felt participants did this "Very Well"
2. **Honored the deceased's life (62%)** — 74% of the respondents felt participants did this "Very Well"
3. **Clearly explained prices and payment policies (59%)** — 79% of the respondents felt participants did this "Very Well"

(Questions 4 & 6 on the survey)

### TAKE AWAY

Overall the participants are meeting the needs of what respondents find "Very Important" to their funeral service experience. However, it is important for you to review your funeral home's individual data to compare whether your funeral home is adequately meeting the needs of the families in your community. If there is a strong disparity between the did "Very Well" data and the found this "Very Important" data, then your current funeral home's procedures could benefit from some improvements.

## THE MOST IMPORTANT QUESTION:

### 1. "Would you recommend this funeral home to others?"

- 7236 people out of 7558 respondents answered this question
- 96% of the respondents said "YES, they would recommend this funeral home to others"

