

Families Want 5 Qualities From Funeral Homes



In the funeral home business, no two families are the same. Today, families have more preferences, opinions, and values than ever before – and meeting their increasingly diverse needs can be challenging for even the most-prepared funeral homes.

Below are the **five key qualities** families expect from their funeral home experiences.

1 24/7 Availability

In the funeral home profession, families make decisions quickly. In fact...

89% of families only called one funeral home before making a decision on which funeral home to use.¹

2 Easy Online Experiences

9/10 Did you know? Nearly 9 out of 10 U.S. adults use the internet.²

49% 49% of U.S. consumers begin the process of reaching out for services online.³

Now more than ever, families are likely to start their funeral home search online. In response, funeral homes have shifted their marketing strategies.

It's necessary to provide user-friendly online experiences across all potential interaction points with families – especially those that occur online.

Top 3 Funeral Home Marketing Tactics⁴



89%
Website



74%
Print Ads



60%
Social Media

3 Efficient Experiences



Families can tell when funeral homes are busy or overwhelmed. Modern technology helps funeral homes operate more efficiently and, in turn, provide more satisfactory experiences.



Answering services, for instance, can benefit both families and staff. In fact, Stericycle Communication Solutions is proven to save funeral homes up to seven hours per week per employee.⁵



4 Live Telephone Support

According to U.S. customers, the most important aspect of a good customer service experience is friendly and responsive support.⁶

The most frustrating?
An inability to reach a live person.⁷

In the last year alone, **67%** of customers have hung up the phone out of frustration when they could not talk to a real person.⁸

And during such a difficult time, families won't wait to call back later. Rather, your competitor will be contacted to provide the support they need.

5 Compassionate Employees

Ensuring your staff members are able to provide the special care your families need is a key step in providing the best possible service.

50% Unfortunately, nearly 50% of people say they are often or always exhausted due to work.⁹

Providing tools that create greater work life balance not only increases employees' productivity but can positively impact their happiness at work.

As the funeral home profession grows more competitive, creating the experiences families expect will become more critical in securing their trust and loyalty. The funeral homes that proactively provide exceptional telephone, online, and in-person support will be those most ready to support families for years to come.



Sources:

1. NFDA Consumer Preferences Survey, 2015
2. Pew Research Center, 2016
3. Microsoft Corporation, 2017
4. Batesville Marketing Research, 2017
5. Stericycle Communication Solutions, 2017
6. Microsoft Corporation, 2017
7. Microsoft Corporation, 2017
8. American Express Survey, 2011
9. Business Insider, 2017

Contact us to learn more StericycleCommunications.com/funeral-home
+1.844.529.2683