

Technology: what does the bereavement industry have in common with NASA?

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Obitus

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ICCM Convention
25 September 2017

Introduction

- Who am I and why should you listen to me?
- What's this talk about?
- Who are our customers?
- What do I mean by “technology”?
- What's NASA got to do with this?

What do I mean by “technology”?

“Front of house” or “customer facing” technology

	Funeral Directors/Ministers	Families
Before the service	<ul style="list-style-type: none">• Management software• Office/crematory computers• Online booking forms	<ul style="list-style-type: none">• Online presence• Phone lines• Waiting room display screens
During the service	<ul style="list-style-type: none">• Curtains• Live feeds to chapel	<ul style="list-style-type: none">• Audio-visual, incl. music, tribute and webcast systems• Overflow sounds/screens
After the service	<ul style="list-style-type: none">• Billing	<ul style="list-style-type: none">• Digital records and mapping• Digital books of remembrance

What's NASA got to do with this?



"Houston, we have a problem..."

What does the bereavement industry have in common with NASA?

“With our service we only have one chance to get it right first time, every time. Failure to do this can have a devastating impact...”

Kevin Pilkington
ICCM President (and possible future Director of NASA)

Making technology decisions

- Customer benefits
- Business benefits

- Probability of failure
- Impact of failure
- Cost of setup



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Online presence

	>2,000/yr Council	<1,000/yr Council	>2,000/yr Council	Private, Single	Private, Group
Website Type					
Professional photos of exterior					
Professional photos of chapel					
Streetview walkthrough					
Details of facilities					
General info about cremation					
Opening hours of grounds					
Opening hours of office					
Memorial options					
News/current content					
History					
Staff photos/bios					
Fees and charges					
Address & contact details					
Map					
Feedback or contact form					
Score					
Facebook Page					
Google Maps					
Google Reviews					

Office/crematory computers

The median average full-time UK salary is £26,260 (ONS 2017)

Equates to £125/day

- Good computer, 3-year life = £800
- Equates to a cost of £1.16/working day
- A good computer only needs to make someone 0.9% more efficient to start paying for itself
- Second monitor, 3-year life = £100
- Equates to a cost of 15p/working day
- A second monitor only needs to make someone 0.1% more efficient to start paying for itself

Key takeaways

1. Always consider the customer journey
2. Balance benefits vs. failure & setup costs
3. Make use of the experts available to you

Thank You

Questions?