



Institute of Cemetery and
Crematorium Management

Customer Care Programme

1. A one day workshop on Customer Care in Bereavement Services including extracts from our DVD. This workshop has been developed by ICCM Officers in conjunction with a PR specialist. It is an interactive training day that will cover a wide range of situations experienced within bereavement services. The day is guaranteed to maintain the interest of delegates and leave them more informed and able to deal with customers in this very sensitive service.
2. An innovative aid for local authorities in the form of a training DVD called “**Understanding the Needs of the Bereaved**” Strategies for Better Customer Service and Care, this will be available at an additional cost. This features the world renowned grief counsellor Dr Bill Webster, the use of professional actors and comments from a range of experienced officers from within bereavement services.

This course will take place on **Tuesday 12th October 21** at **Knutsford Town Council, Town Council Offices, Toft Road, Knutsford, WA16 6TA**. Full details will be forwarded to any authorities interested in attending the workshop.

Those wishing to send delegates should complete and return the attached slip.

Those wishing to express interest in other regional events should send letters of interest to the address below.

Burial Authorities who would like to host a regional course can contact:

Julie Callender on 020 8989 4661. All costs and other benefits to hosts will be met by the ICCM.

Numbers of delegates per course will be restricted to around 12. Additional courses will be arranged in regions where added demand is identified. Early application is advised.

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I wish to send delegate(s) to the Customer Care Course at the **Knutsford Town Council**, on **Tuesday, 12th October 21**. **Cost per delegate:** £135 for Professional and Corporate members and £185 for non-members **+VAT per delegate and will include lunch / refreshments.**

Name of Authority/Company:	Address:
Contact Name:	Post Code:
Email address:	Phone No:
Delegate(s) Name(s)	Delegate(s) email address
1)	
2)	
3)	
4)	

Completed forms should be sent to: Julie Callender, Administration Officer, ICCM National Office, City of London Cemetery, Aldersbrook Road, Manor Park, London E12 5DQ or email; julie.callender@iccm-uk.com



ICCM

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Customer Care in Bereavement Services

9.30am	Arrival & Refreshments	
10.00am	Introduction to Workshop Workshop Objectives	Tutor
10.10am	What is customer care? Why is it important?	Group Exercise/ Discussion
10.50am	Who are my customers?	Small Group Exercise
11.20am	People skills/communication	Tutor/ Group Exercise
12.00am	The Bereavement Curve	Tutor
12.30pm	Lunch	
1.30pm	Understanding the Bereaved ICCM DVD – Numbness and denial	Group Discussion
2.00pm	Understanding the Bereaved ICCM DVD - Anger	Group Discussion
2.30pm	Refreshments	
2.45pm	Customer Care Basics	Group Discussion
3.15pm	Review of objectives	
4.00pm	Finish	