

New Directions

In Funeral Home Computing





Not Just Forms

For over 30 years, funeral directors have relied on computers to

- Store data
- Print it on forms
- Do memorial merchandise
- Do billing.



Things are changing...



Smart Devices





The rise of the Internet and personal smartphones gives us

NEW CAPABILITIES



Technology Changes!

- OLD:
 - Desk Top Computer
 - Printer
 - Network
 - Lots of Wires
- NEW:
 - Smart Devices
 - iPhone
 - Android
 - iPad
 - Windows Tablet
 - Cloud Computing
 - Voice Recognition

Why Use Technology?

If you are happy without it,

...then there is no reason to use it at all!

If you are fascinated by it,

...then you are already using it! (Geek factor!)

If you are undecided,

...then you are in the right place tonight!

What do we do as Funeral Directors?

- 1. Serve our families**
- 2. Provide Facilities**
- 3. Arrange Services**
- 4. Get Paid**
- 5. Followup**

How can technology help?

1. Serve our families

By speeding up the collection of vital statistics and funeral arrangement details, we can spend more time with family members, making sure we meet their wishes.

Technology now makes this possible during home visits or while on the phone.

How can technology help?

2. Provide Facilities

Scheduling of events and locations is critical to a smooth-running operation.

Technology now makes this possible at the office or on a phone.

How can technology help?

3. Arrange Services

Face to Face with the family to determine the goods and services you will provide.

Technology now makes this possible at the office or on a smartphone/tablet.

How can technology help?

4. Get Paid

The Tried and True Way:

- a. Check the Ledger for bills with a balance.
- b. Type a letter pleading for a payment.
- c. Turn over to a collection agency.
- d. Write it off

Technology now makes it possible to run monthly statements and DUN letters as reminders. You still can't milk a turnip, but you can try faster!

How can technology help?

5. Followup

A personal phone call to the next of kin is comforting and if handled correctly, can result in repeat business down the road.

Technology can give you reports of your conversations and remind you when to make calls and to whom.

The End?

Your choice...

