



Funeral Home Customer Service A–Z: Creating Exceptional Experiences for Today's Families

Alan D. Wolfelt

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From personalizing memorials and visitations to aftercare for the bereaved, this thoughtful manual helps owners and staff of funeral homes and cemeteries better understand their customers and the special needs in tending to the grieving and burial process. Explaining the evolution and prospects of today's "experience economy" customer, this motivational resource offers practical guidance for exceeding expectations and provides suggestions for service issues particular to funeral homes, such as first impressions, telephone skills, competition, and arrangements. With the more than 70 issues addressed, funeral professionals will be able to meet and exceed the sensitive necessities of families in pain.



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