



FIREWORKS

Get Remembered

How Owners Can Better Communicate with Staff and Customers





FULL-CIRCLE
AFTERCARE

Wrong Funeral Home/ Cemetery



What Happened to Loyalty?



Staffing Issues

HOME > LOCAL NEWS

Funeral homes struggle with staffing shortages

40% of workers are considering quitting their jobs soon—here's where they're going

Published Wed, Jul 20 2022 10:19 AM EDT • Updated Thu, Jul 21 2022 2:17 PM EDT



Morgan Smith
@THEWORDSMITHM

SHARE [f](#) [t](#) [in](#) [✉](#)

TOP WORKPLACES

Workers are less engaged, feeling less loyal about their workplace

Thunder Bay

Funeral directors call for changes to offset staff shortage impacting families in northwestern Ontario






**It's Time to
Win Them Back**



Why Certain Experiences Have Extraordinary Impact



THE POWER OF MOMENTS

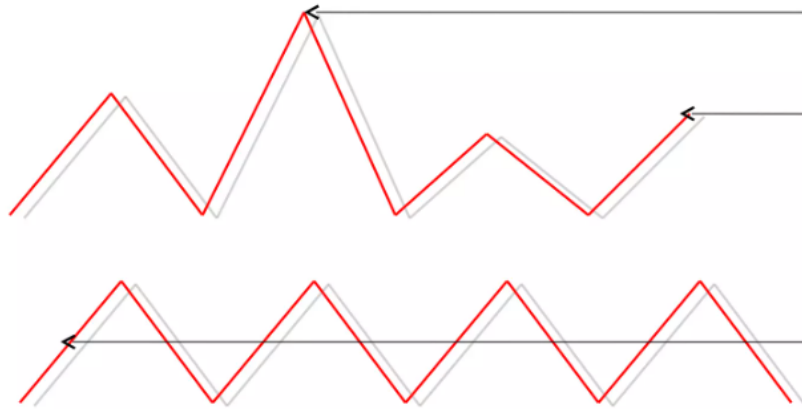
CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*

Peak/End Rule

‘Peak - end rule’ on people’s *memory* of *experiences*

‘Peak – end rule’



We judge our past experiences almost entirely on how they were at there peak and how they ended

Net pleasantness or unpleasantness, or the length of the experience is almost entirely disregarded

Source: ‘Peak End Rule’ Danny Kahneman, Nobel Prize Winner

Peak/End Rule

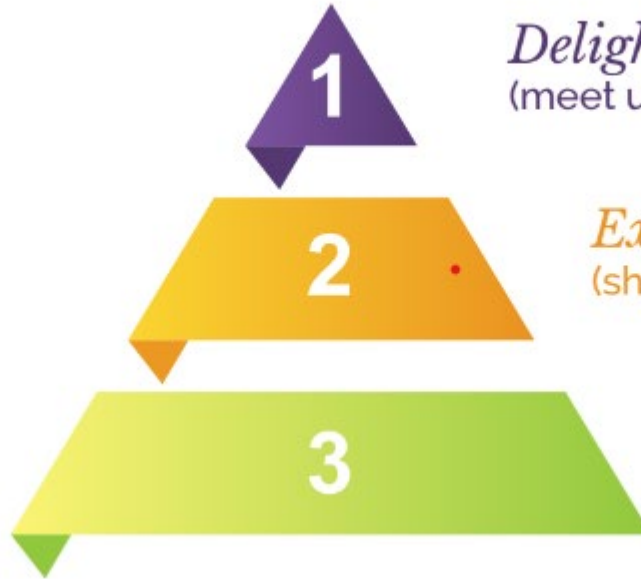




Delight Through Service

1

GO THE
EXTRA MILE



Delight
(meet unexpected needs)

Exceed Expectations
(show them you care)

Meet Customer's Desires



Delight Through Service



Baylor University



“She just went on and on about the aftercare service and how helpful the lady was on the phone. And then her daughter jumps in and begins to also talk about how great the aftercare was. It just makes me laugh inside because we worked so hard on their funeral, worked on the Remembrance Service for 2 months, and the biggest WOW factor was the aftercare service!

Just had to share it with y’all!”



Recap – Delight Customers

Moments of Powerful Service get remembered when they are Meaningful and Memorable

- Custom to the individual
- Service must be genuine
- Unexpected Service

Peak moments and a strong ending create lasting impressions

Build Loyalty With Team Members

"Always treat your Employees exactly as you
want them to treat your best customers."

-Steven R Covey



Define Your Culture





OUR PHILOSOPHY



Respect

Ideal Team Player-
"A player who makes a
team great is more valuable
than a great player"



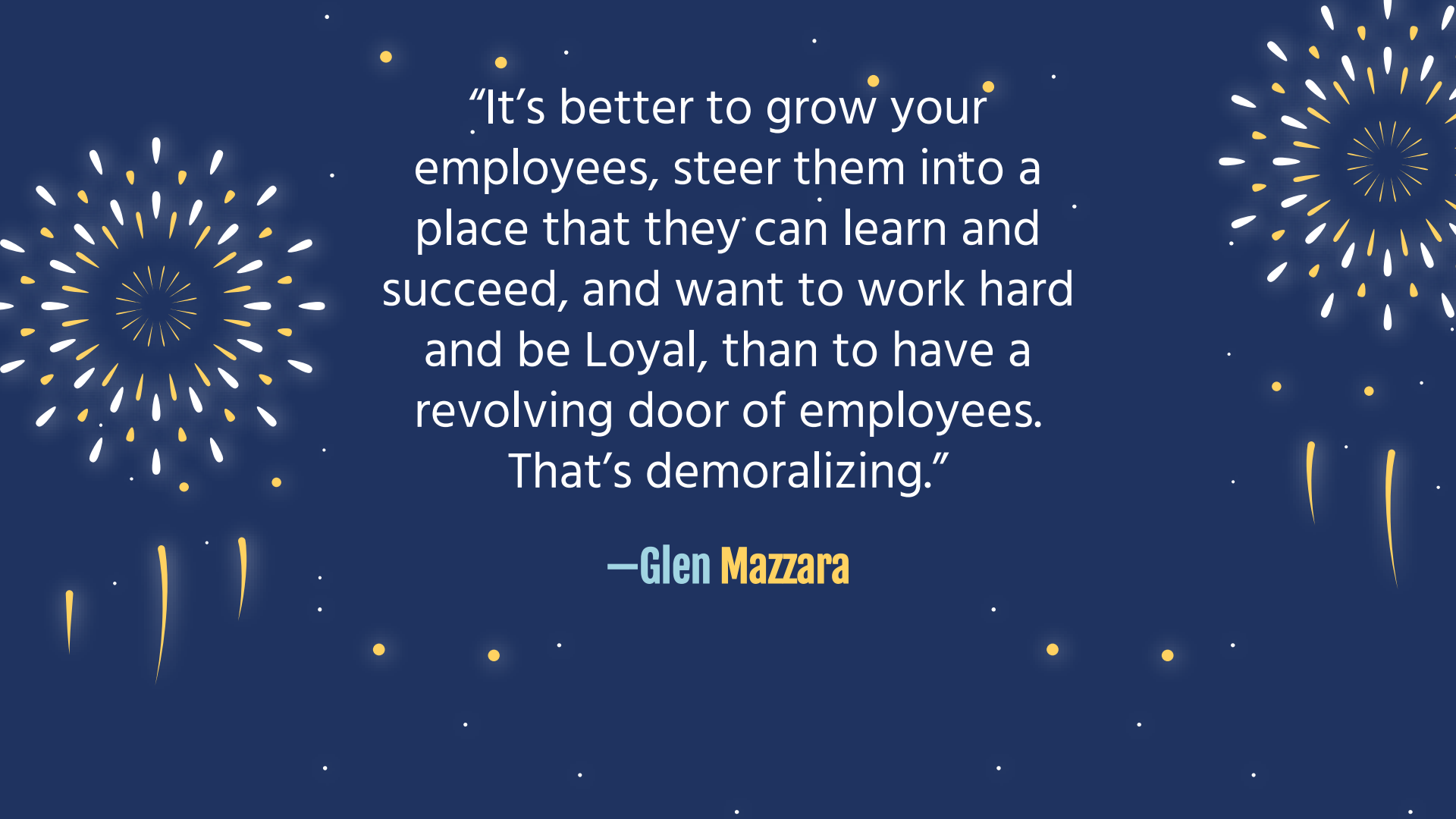
Build Trust

Speed of Trust-
"We judge ourselves by our
intentions and other by
their actions"



Give Praise

How to Win Friends-
"Make others feel important
and do it sincerely"

The background is a dark blue gradient with stylized fireworks in white and yellow. There are two large circular firework bursts on the left and right sides, and several vertical streaks at the bottom. Small yellow dots are scattered throughout the background.

“It’s better to grow your employees, steer them into a place that they can learn and succeed, and want to work hard and be Loyal, than to have a revolving door of employees. That’s demoralizing.”

—Glen Mazzara



**Treat Your Employee's
Successes Like a
FIREWORK!**

The background is a dark blue gradient. In the top right corner, there is a large, stylized firework exploding upwards, with white and yellow streaks radiating from a central point. In the bottom right corner, there are two vertical yellow streaks, resembling falling sparks or another firework. On the left side, there is a cluster of small white and yellow dots, resembling confetti or a smaller firework. Scattered throughout the background are several small yellow dots.

THANKS!

Do you have any questions? matt@full-circlecare.com
801-915-2257

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**