

Abstract geometric lines in the top left corner of the slide, consisting of several overlapping, irregular polygons and lines that create a complex, layered effect.

TWO TRUTHS AND A LIE

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Introduction

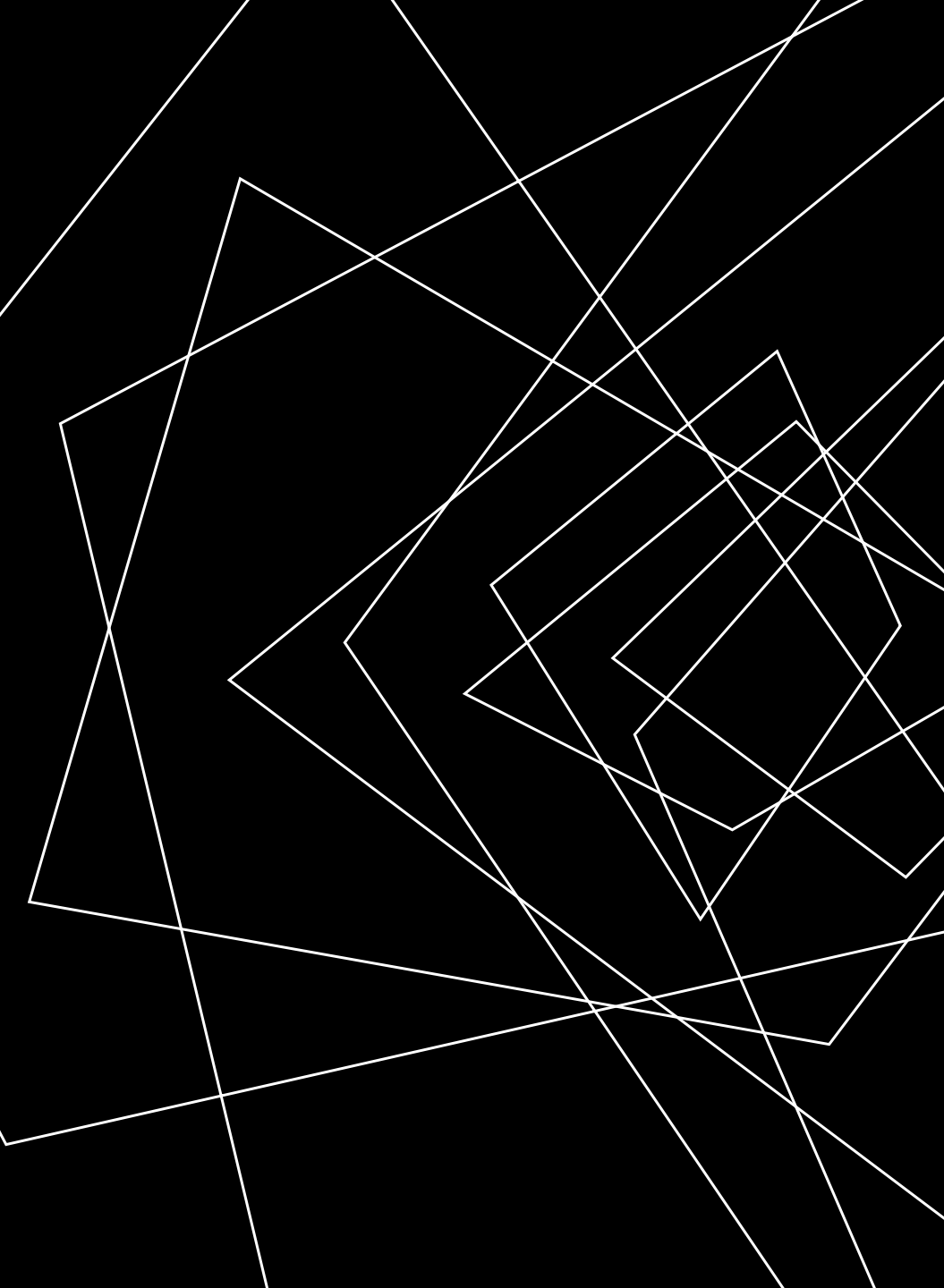
- In the market for a new car? Just find one online and have it delivered.
- Looking to buy a new home? No need to see a house in person when you can take a virtual tour.
- Running low on groceries? Have a personal shopper bring them right to your door.
- **Who would have thought 10 years ago that these options would be available to us?**

Introduction

Today's consumers have come to expect that businesses offer technology to assist them in in the delivery of goods.

McDonalds has automated the hamburger. AI is assisting employees in the selection of benefits.

Families who have suffered losses are beginning to have those same expectations. **Despite being sometimes labeled as “slow to change,” the funeral industry must step up to the plate in terms of innovation.**



**“As for the competition,
we’re not worried. The
Blockbuster brand is so
well known.”**

**-Jim Keyes
CEO, Blockbuster
December 2008**



Introduction

The global nature of the supply chain:

- Many funeral products, such as caskets, urns, flowers, and memorial items, are sourced from different countries and regions, which requires coordination and integration of various modes of transportation, such as ocean, air, and land₁

Introduction

The demand fluctuations:

- The demand for funeral products and services can vary depending on factors such as seasonality, mortality rates, consumer preferences, and cultural norms.
- This creates challenges for forecasting, inventory management, and capacity planning for funeral suppliers and distributors¹.

Introduction

The customer expectations:

- Customers in the funeral industry expect high-quality products and services that are delivered on time and with respect. They also expect transparency and flexibility in terms of pricing, customization, and communication.
- Funeral suppliers and distributors need to adopt customer-centric strategies and technologies to meet these expectations and enhance customer satisfaction¹.

Introduction

The pandemic impact:

- The Covid-19 pandemic has disrupted the global supply chain causing delays and increased costs for many industries, including the funeral industry.
- The pandemic has also changed consumer preferences in terms of funeral arrangements, such as opting for cremation over burial or choosing online memorial services over physical gatherings³.
- Funeral suppliers and distributors need to rethink their global logistics strategies and adapt to the changing market conditions¹.

In summary:

- Distribution and logistics play a vital role in the funeral supply world, as they affect the quality, cost, and availability of funeral products and services.
- Funeral suppliers and distributors need to leverage their logistics capabilities and partnerships to create value for their customers and stakeholders.

Truth #1:

Automation is Revolutionizing Distribution and Logistics

- **Robotic systems** can be used to perform various tasks in the funeral supply industry, such as lifting and moving heavy objects, cleaning and sanitizing equipment and facilities, engraving and personalizing products, or performing quality checks.
- Robotic systems can also be used to interact with customers, such as providing information, guidance, or emotional support³.

Truth #1:

Automation is Revolutionizing Distribution and Logistics

- **Cost savings:** Automation can help lower the operational costs of the funeral supply industry by reducing the need for human labor, energy consumption, maintenance, and inventory.
- Automation can also help increase the profitability and competitiveness of the funeral suppliers and distributors by enabling them to offer more value-added products and services at lower prices¹[245](#).

Truth #1:

Automation is Revolutionizing Distribution and Logistics

- Funeral service is unique in that most arrangements and transactions take place in person. However, there are times when families prefer to view products and make purchases from home or another location. Remote access provides them more time to think about their choices and gives relatives who are elderly, have physical limitations, or live far away a chance to weigh in on decisions.

Truth #1:

Automation is Revolutionizing Distribution and Logistics

- Many industry suppliers have links to their merchandise lines that retailers can share with families. Some suppliers offer apps that have a catalog-like feel, while others have more tailored software with interactive capabilities.
- Terrybear®, a leading distributor of cremation urns and memorials, has collaborated with funeral homes to set up an online shopping platform that can be customized with a firm's logo and retail pricing. Terrybear products can be viewed, personalized, and ordered on this user-friendly platform.

Truth #1:

Automation is Revolutionizing Distribution and Logistics

- **Reduced labor costs:** Automation can help alleviate the labor shortage and skills gap in the funeral supply industry by performing tasks that are repetitive, tedious, dangerous, or require specialized skills. Automation can also help free up human workers from mundane tasks and allow them to focus on more creative, meaningful, and customer-oriented activities.
- Automation can also help improve the employee morale, satisfaction, and retention by reducing stress, fatigue, and injuries¹²³


Truth #2:

The Rise of E-commerce is Transforming the Way Goods are Delivered


- How e-commerce has changed consumer behavior and expectations, resulting in increased demand for fast and reliable delivery
- The challenges facing distributors and logistics professionals in meeting these expectations, including the need for faster delivery times and the rise of last-mile delivery solutions
- Case studies of companies that have successfully adapted to the rise of e-commerce and improved their delivery capabilities

Truth #2:

The Rise of E-commerce is Transforming the Way Goods are Delivered



[Who We Are](#) [Products](#) [How We Help](#) [Memory of a Lifetime](#) [Contact](#)



We care about your business and the families you serve

- For over 37 years, Terrybear has collaborated with industry and trade partners to design and distribute top-quality cremation urns and memorials for loved ones and loving pets.
- As death care professionals, your greatest concern is for the families you serve. We strive to lead with the same compassion that you continually display. We are committed to being there for you and inspired to help you care for those who have lost a loved one or a beloved pet.

We understand that you have many important things to care for—the administrative hassle of ordering, proofing, and managing memorial products should not get in the way. Let us help you take care of the details.

[Who We Are →](#)

Lie:

Human Workers will Become Obsolete in Distribution and Logistics

- This statement is false, despite the rise of automation in the industry.
- The importance of human workers in the distribution and logistics industry, including their ability to problem-solve, make judgment calls, and interact with customers.
- Human workers will continue to play a vital role in the industry, even as automation becomes more prevalent.

Conclusion

- **The importance of staying up-to-date** with the latest trends and technologies in distribution and logistics
- **Call-to-action to embrace change** and continue to innovate in order to stay competitive in the industry.

Business Myths

Change can be controlled
Technology will save us
Reengineering will save us
If we can just work harder,
it will all make sense
The workforce is fine



Modern Realities



Change can be accepted

Technology can't save us

Reengineering can't save us

If we just work harder, we will
burn out

...and we have never been
shown how to adapt.

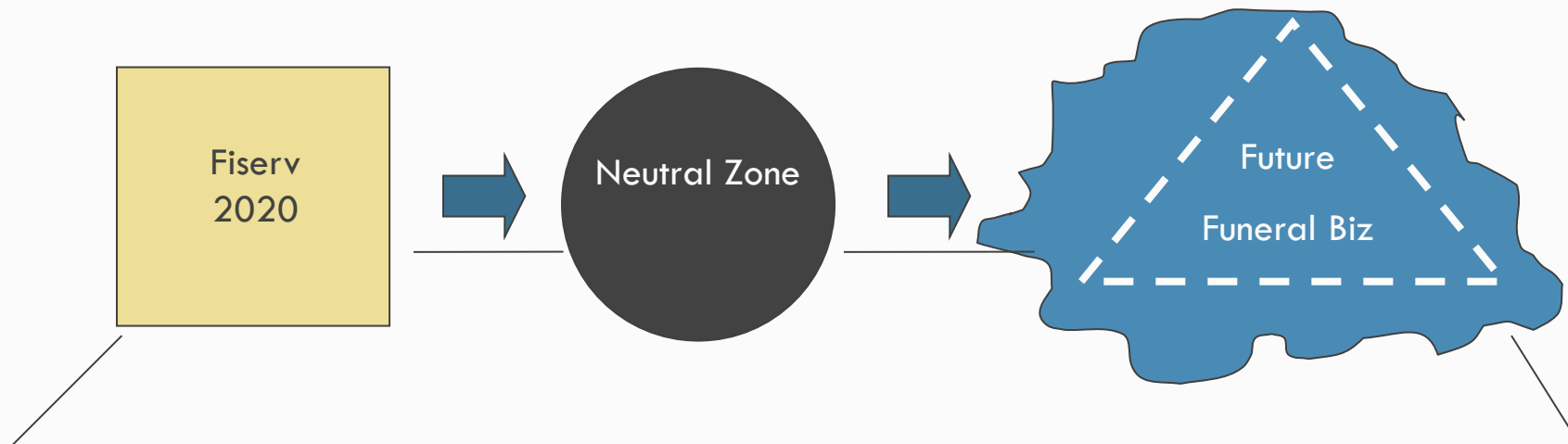
Types of change

Imposed - changes that happen to you, over which you have little or no control

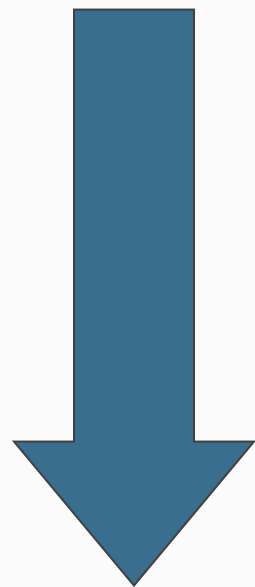
Designed - changes you decide to make and attempt to implement; you control or directly influence

Grown - changes you encourage or allow through personal transformation; influence by initiation not control

Change is a Process

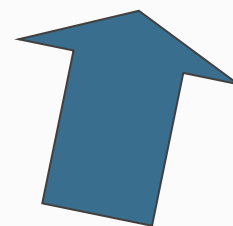


Denial

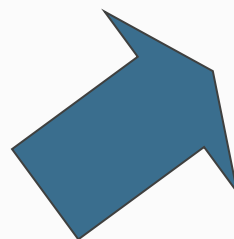


Resistance

Re-Commitment



Exploration



How you feel about change?

Threatened or challenged

Immobilized or motivated

Past or future focus

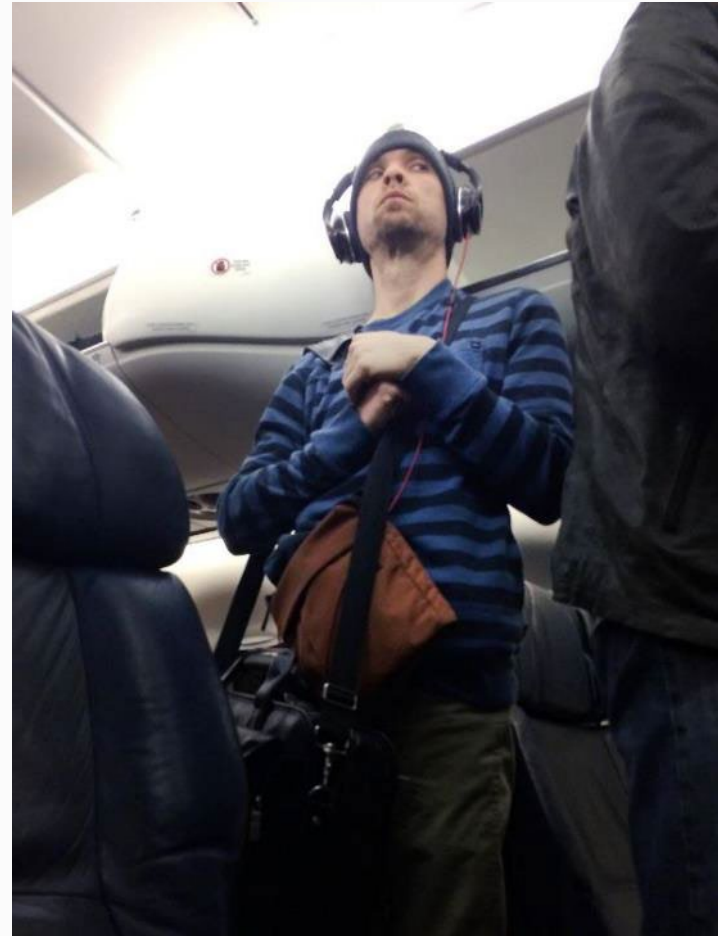
Confused or focused

Alienated or involved

Rigid or flexible

Victim or agent

Losing or gaining



Personality types

Conscientious becomes compulsive

Confident becomes pushy

Risk taker becomes rebellious

Sensitive becomes overwhelmed

Devoted becomes dependent

Private becomes isolated

Eccentric becomes bizarre



Change Management Grid

		Can Control	Can't Control
Take Action		Mastery - Success	Wheel Spinning - Frustration
	No Action	Victim - Helplessness	Letting Go - Relief

Now get out there and *do it!*

Build your personal action plan for getting through the neutral zone

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