



Voice of the Funeral Director Group

Anthony O'Hara, Chair's Report

September 2018

Chair's Report



- Membership of the Voice of the Funeral Director Group is now aligned with the Marketing & Membership Benefits Group, but with separate clear areas of responsibility for each group.
- GDPR – provided input into at need / pre-need situations
- Reviewed planned changes around capture of religion and plan sales through representatives, ensuring the voice of the funeral director is reflected in the business' approach.
- Input to the development of localfuneral.co.uk
- Paperless applications - testing, reporting, improving and in the future encouraging the membership to adapt too.
- Social Media - look to create a forum for members and encourage the sharing of information from SAIFCharter and Golden Charter via social media platforms.
- Service level tracking - reviewing funeral director satisfaction levels and working to gain more input from members.
- Regional SAIF meetings - providing information to be used by the SAIFCharter executive at regional meetings
- Funeral Director service standards audit – shaped the scope of a forthcoming Golden Charter audit on funeral director standards, identifying and highlighting areas for this audit to focus on, to drive improvements to the level of service provided to shareholder businesses.
- Future – focus on more interaction and engagement with members

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Working Group Structure

