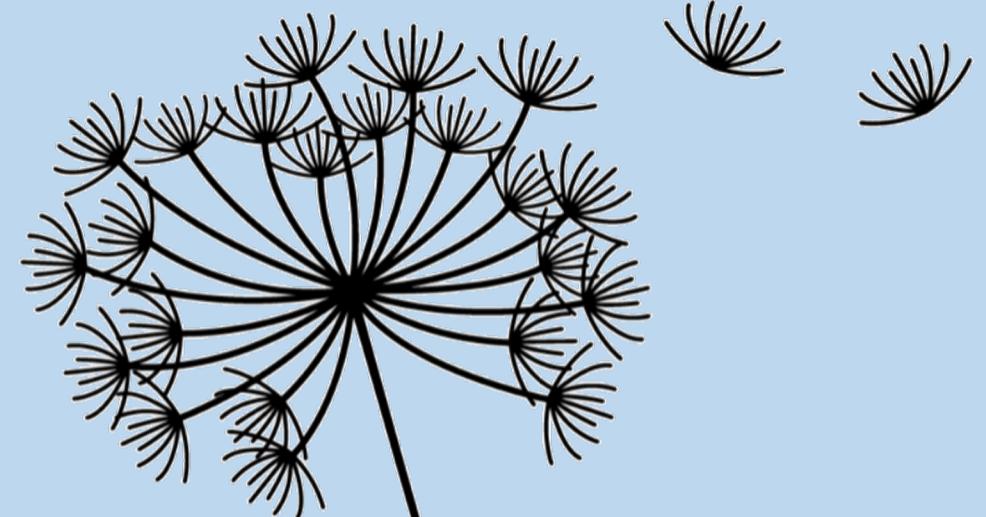


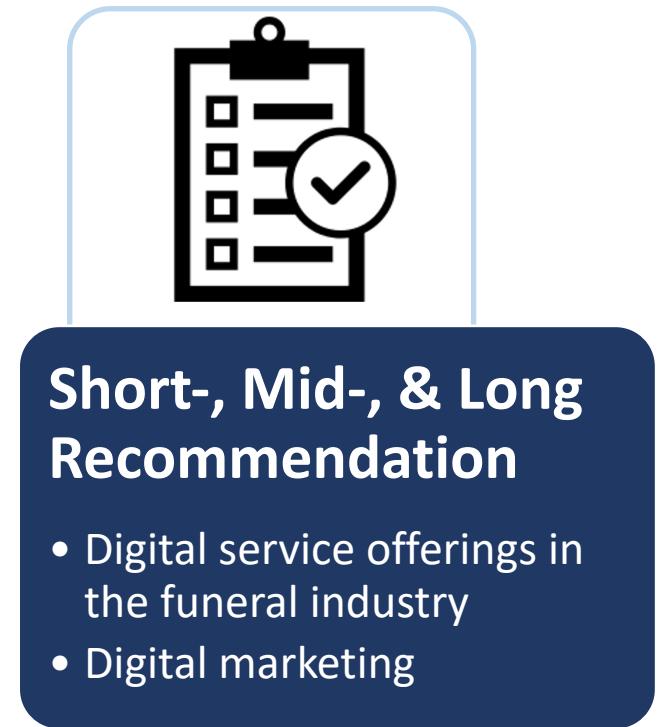
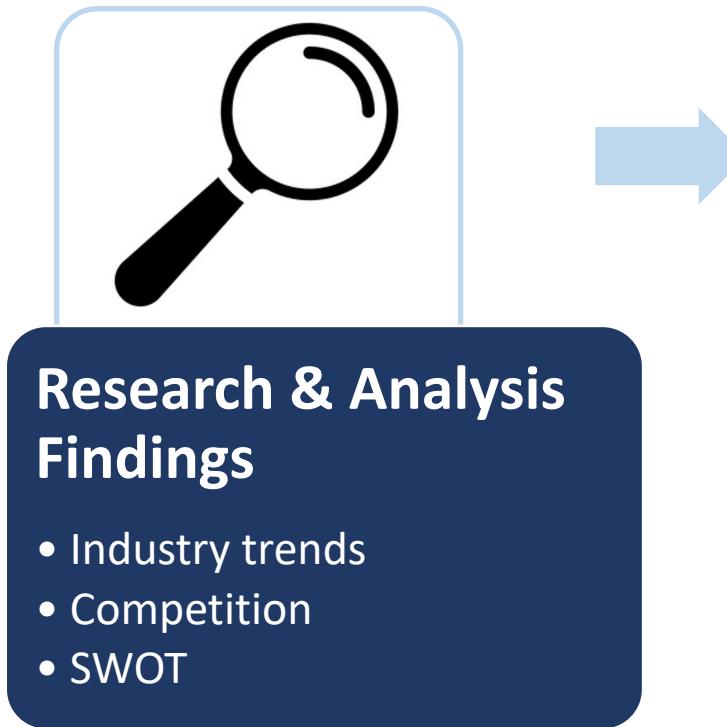
Digitizing and Modernizing the Funeral Industry

Raye Shen, Xi Yan, Tilman Dreyer



| KEYSTONE
FUNERAL SERVICES

Agenda

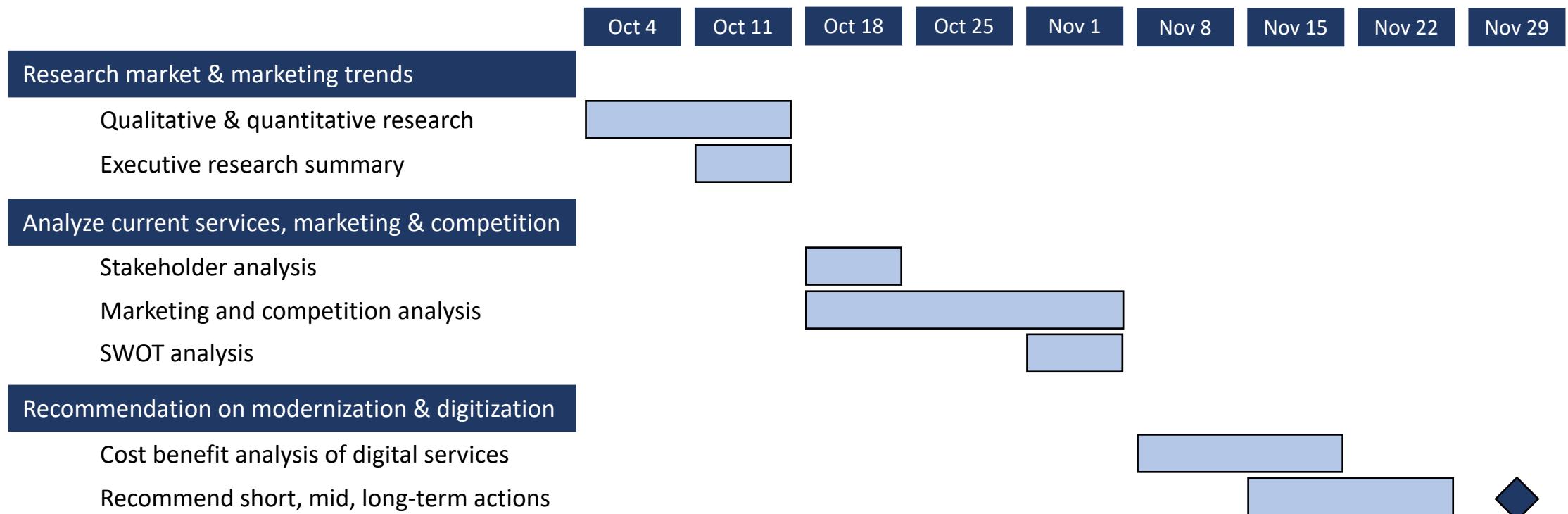




The Path to Future Success

Challenge: The funeral industry is facing a digital transformation

Goal: Create a clear vision of the future business and service development strategy focusing on modernization and digitization



Research & Analysis Findings



Long

Managing Digital Legacy

Cyberdeath
Virtual Reality

Mid

DIY Google Ads
Social Media

Tribute Videos

Online Funeral

short

Website Podcasts
Virtual Tour Blog

Memorial Web
Page

Digital Condolences
& Donations

Initial Contact
Body Removal
Body Preparation

Funeral Planning

Funeral Execution
Viewing Hours
Final Transport



Research & Analysis Findings

In a radius of 10-miles around KFS's location 16 competitors maintain 30 funeral home locations.



The Becker Funeral Homes

Family operated funeral home network with 4 locations.

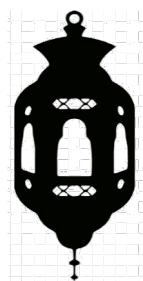
Digital condolences, online obituary, e-commerce, add. cremation services, planning ahead, modern website, virtual tour, education (blog)



Higgins-Reardon Funeral Homes

Family operated funeral home network with 5 locations

DIY, online obituary, planning ahead, modern website, social media, education (blog)



Family Care Services

Is a locally operating network of funerals homes with 4 locations

Digital condolences, online obituary, modern website, social media, planning ahead, education (blog)

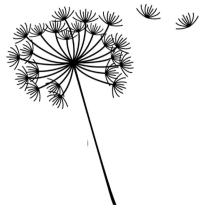


Research & Analysis Findings

STRENGTHS	WEAKNESSES
Complementing skills	Low budget for CAPEX
Willingness to change	No e-commerce
Digital presence	KFS brand not established
OPPORTUNITIES	THREATS
Digital transformation	Increasing cremation rate
Underserved market identified	Slow market growth
New to market & open to change	Highly regulated industry
Competition not differentiated	Competitors operate network

SWOT

Short-term Recommendation



Online Memorial Site



- Link social media and further digital content
- Make memorial site more engaging for user

Digital Donations & Condolences



- Add further options to send condolences
- Add donation function to grieving family

Virtual Tour

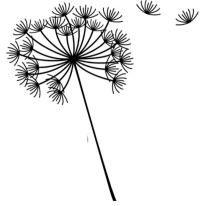


- Google 360° photos linked with Google Maps
- Hire videographer to shoot a video tour

(Video) Podcast



- Set up podcast studio and software
- Record and publish podcast



Mid-term Recommendation

Digital Funeral Service



- Set-up hardware & software (zoom license)
- Live stream and publish recording of service

Google Ads



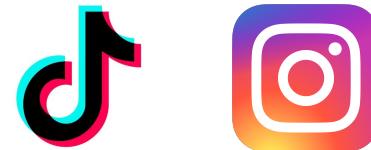
- Establish network with multiple locations
- Set up Google Ads for KFS

Memorial Tribute Video



- Partnership with video provider
- Market service through KFS website

Social Media



- Create and link social media accounts to KFS
- Publish and link existing content

Funeral Planning Tool



- Develop layout for funeral planning tool
- Embed planning tool on KFS website



Long-term Recommendation

Digital Legacy Management



- Assess market player for relevancy (partner)
- Market service through KFS website

Virtual Reality

To be evaluated again

Cyberdeath

To be evaluated again

Opinions & Questions?