Executive Summary

Expansion initiative for our existing Funeral Home Management ERP: introduce a comprehensive "Pet Services" module to manage pet cremations, burials, and memorial merchandise alongside human services.

Product Overview

This existing product extension integrates pet death care workflows into the core ERP, allowing funeral homes to manage mixed-service operations from a single pane of glass.

Current Product Context

The ERP currently handles end-to-end management for human services, including body tracking, legal forms, obituary publishing, and billing. It lacks specific workflows for the differences in pet processing.

Problem / Opportunity

Funeral homes are increasingly offering pet services to diversify revenue. However, they currently manage these services using spreadsheets or disconnected software, leading to administrative overhead and billing errors.

Solution Vision

Seamlessly integrate a Pet Module that handles the specific nuances of pet death care (weight-based pricing, communal vs. private cremation tracking) within the existing interface.

Value Proposition

Primary Value

Operational efficiency by unifying human and pet business lines; reduced risk of chain-of-custody errors. ## Target Users Funeral Directors, Crematory Operators, Pet Loss Professionals. ## Differentiators Unified family database (link pets to human owners for future pre-need planning); automated veterinary clinic notifications; weight-based inventory deduction.

Target Audience

Personas

Funeral Home Owner, Administrative Manager. ## Market Segment Small to Mid-sized Funeral Homes and Combos (Funeral Home + Cemetery). ## Pain Points Double-entry of data; fragmented reporting; difficulty tracking pet ashes chain-of-custody.

Objectives & KPIs

Business Objectives

Increase Average Revenue Per Account (ARPA) by upselling the Pet Module; reduce customer churn to niche pet-only software competitors. ## Strategic Alignment Aligns with product roadmap: "Holistic Family Care Platform." ## Top 3 KPIs - Module adoption rate (% of existing clients) - Reduction in administrative time per pet case - Upsell revenue from memorial merchandise

Risks & Assumptions

Key Risks

Complexity of varying local regulations regarding pet disposal; emotional sensitivity conflicts in mixed-use facilities. ## Assumptions Existing customers have or want to start pet service lines; standard hardware (tag scanners) is compatible.