



# AFTERCARE FOR THE **DIGITAL AGE**

How a text-message based aftercare  
program can transform your business

  
Aftercare for the *digital* age.

# AFTERCARE FOR THE DIGITAL AGE

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At Domanicare, we're proud to provide the most sophisticated and innovative aftercare program available. Traditionally, aftercare programs have been cumbersome, expensive, and hard to track real results regarding revenue. With Domanicare, you will have a state-of-the-art aftercare program that is simple, cost-effective, and by using the Domanicare Reviews feature, delivers an immediate positive impact on your online reputation and your bottom line.

Domanicare is a text message-based aftercare program. We follow up with families after a death through personalized, customized text messages.

What makes a text message program so great? Let us ask you this: When was the last time you received a text message and didn't read it? Only text messaging boasts a 98% open rate and a 45% response rate. If you want to be a part of your community and reach families where they are, you have to meet them on their phones.

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You work hard to deliver a positive experience to the families you serve. As part of your aftercare efforts, you need to identify those that had a great experience and are raving fans of you and your funeral home. In addition to identifying these fans, you need to get them to share their positive experience with the world in the form of an online review.

## DOMANICARE REVIEWS



...and they trust them as much as  
recommendations from friends and family.

Not only are most people reading reviews when making a purchase, but they are willing to pay more for the same product or service if they are assured they'll have a better experience.

With Domanicare Reviews, you can identify your raving fans and turn them into 5-star reviews. With an improved score and more reviews, you'll experience better SEO results, higher website traffic, and ultimately higher case volume. Businesses that invest in review generation see a 6% increase in revenue from their efforts.

Still not convinced? Don't just take our word for it, take a look at some of our results and testimonials from our funeral home partners.



## ACTUAL RESPONSES

from families to our Domanicare text messages:

Thanks so much for reaching out. We appreciate your thought and your consideration. We also thank you for the fine manner in which you all handled my mother's funeral. As well as my father's funeral a year ago. You guys are awesome. We appreciate all that you do. I would recommend you to anybody. If there's anything that we need, we certainly will reach out.

Thank you so much for caring. I am hanging in there just trying to get used to my new life again thank you so much. You all are such wonderful people.

Thank you so much for checking in on me that was very gracious and nice of you. I am doing really well it just takes time. Thank you ❤️

Thank you. So very sweet. I am doing fine. Every time I drive by I think of the great service you all provided. Thank you

## ACTUAL GOOGLE REVIEWS

generated from Domanicare

★★★★★

The entire staff were very kind and caring at the time of my father's passing away. They were amazingly attentive to every detail and supportive to our entire large family.

★★★★★

Hummel Funeral Home took care of the services and burial for our loved one. They were very helpful and professional.

The slideshow, bookmarks, and printed book were all exceptionally done! We received many positive comments about them. Theresa was thorough as we were making our arrangements and so very helpful the day of the service and burial. We highly recommend Hummel Funeral Home.

★★★★★

They were very helpful and compassionate. They even followed up several months later to see how I was doing.

★★★★★

Hummel Funeral Home did a wonderful job of arranging my husband's funeral. They thought of everything, and offered a wide range of services to choose from. Everyone there was respectful and professional. I would highly recommend them. They even contacted me a few months afterward, asking if I was doing well. Very thoughtful!

★★★★★

Everyone was extremely compassionate during this tough time. I was impressed with the care and thoroughness with which everything was handled. Clark did everything possible to make this an easy transition. Thank you for doing such a wonderful job.

★★★★★

My family's experience with Clark Legacy was great. They are kind and courteous and very quick to get things taken care of. They are the ones to go to if you need your Funeral Arrangements taken care of promptly.

Average of  
**16.33**



5-star reviews in  
the first week



**64%**

...increase in the total  
number of reviews for our  
funeral home partners

**4.95**

...stars - average  
Domanicare-generated  
review rating



**45%**  
RESPONSE  
RATE

# TESTIMONIALS

Domanicare has helped us go the extra mile with our families, reaching out to them in a personal way. They compliment our staff perfectly by contacting our families in a timely and caring manner after services have been provided.

Not only that, but our Google Reviews have increased by nearly 300% since starting with Domanicare. We couldn't be happier with our decision to partner with Domanicare: it's a game changer!

- Paul Hummel  
Hummel Funeral Homes  
Akron, OH

It didn't take me long to catch the vision of Domanicare. It's important for funeral homes to communicate with families in a way that makes them feel comfortable. And in today's mobile society, that's through a text message. I want folks to know that Posey cares and Domanicare helps me do that.

The ringless voicemail feature is phenomenal. The ability I have to record a personal message and send to hundreds of people at one time is incredible!

- Walker Posey  
Posey Funeral Directors  
North Augusta, SC

Domanicare has brought peace of mind to our funeral home staff. Knowing that the families we serve are being reached in a professional, timely manner has been fantastic. With all that we do and how busy we are, it's hard for us to refer back to our families and keep in touch with all of them, but the capabilities of Domanicare are amazing! It has even generated a lot of interest in preneed as well!

- Lehi Rodriguez  
Serenity Funeral Home  
Draper, UT

INTERESTED IN LEARNING  
MORE ABOUT WHAT  
DOMANICARE CAN DO FOR  
YOU AND YOUR FUNERAL  
HOME? TEXT "DOMANICARE"  
TO **801.893.5733**

TO SCHEDULE A DEMO, GIVE  
US A CALL AT **800.932.3636**

  
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