



CASE STUDY Hummel Funeral Homes



On October 1, 2018, Hummel Funeral Homes in Akron, OH began using Domanicare, our text message-based aftercare program. Here's a brief sampling of some of the results from the first 2 hours.

INITIAL MESSAGE

Hi [First Name], this is Elizabeth with Hummel Funeral Homes. Dean asked me to reach out to you and let you know we were thinking about you today and wanted to check in and see how you were doing. We know how challenging these first few days and weeks can be. Please let me know if there is anything we can do for you.

A FEW ACTUAL RESPONSES

Good morning thank you so much for thinking of us I am doing as best as I can... At the moment don't need anything but I just thank you guys for handling us with care and taking time out of your busy day to think about us!

Thank you so much for checking in! We are doing well, still have our moments, but know it's for the best. Please send Aunt Theresa our love and thanks ❤️ I apologize for the late reply but I was at work.

Hello Elizabeth. I really appreciate that you thought about me, that means a lot. I'm doing much better, just working, staying busy. Thank you so much for asking. Hope everything is going well for you.

Thank you for your kindnesses. I miss Dad .. he was my buddy.. keeping busy with both our moms.. we lost my husband's dad in May too... Some days the grief sneaks in on us .. We haven't had much down time but always grateful we can be there to help our moms. I will contact you if anything comes up.

Hello Elizabeth, Thank you for your note. Everything went as well as could be expected. We were very pleased with Hummel and the cremation services.

Thanks for the message. Our celebration at home and planting of the bio-urn for his ashes went off without a hitch. I miss him desperately but otherwise we a good. Thank you for checking.



In 2 hours, Hummel Funeral Homes reached out to 208 families they had served in the past 2 months via text message.



40% response rate that included messages of gratitude, encouragement, and questions for the funeral home.



416 messages total were sent out on behalf of the funeral home answering questions and being supportive of the families in its community.



Interested in seeing similar results for your funeral home? Call 800.932.3636 to talk to an Account Executive to see how Domanicare can maximize your aftercare efforts.