

## Voice of the Funeral Director Group

The purpose of the Voice of the Funeral Director group is to contribute to the development and direction of Golden Charter plans and processes by representing the sentiment of the wider shareholder base and highlighting “on the ground” issues.

### ✓ **localfuneral.co.uk**

This year the group’s remit has had a strong focus on the localfuneral.co.uk service, Golden Charter’s online find a funeral director website, with briefings provided on performance and measures throughout the year. The group have also been consulted on the development of key features of the service, providing feedback and observations and highlighting opportunities and risks which the developers have taken on board in line with funeral director priorities. These have included:

- Suggestions on development of the Notices and donations features, including the benefits of allowing the printing of memorials and the need to improve the donations capability, and to provide a closer integration with other services.
- Reviewing the format options for the display of funeral directors’ pricing and making recommendations on the approach, including emphasising that crematoria costs displayed are indicative and to consider enabling funeral directors to include their own branding on the site.
- Advising on how to position communications on localfuneral.co.uk most effectively in order to engage funeral directors and encourage adoption.

### ✓ **Paperless Application development**

This year the group have been involved in the continuing development of Paperless Applications, with their feedback shaping the priorities for development, including initiation of:

- Changes to improve the user’s experience, including; more text to explain the payment options and optimising presentation of the service for low-resolution screens.
- Raising the priority of the action to enable selection of a specific funeral director branch, highlighting the importance of this to funeral director users.

### ✓ **Marketplace price changes and payment methods**

This year the group have provided advice on their perceptions of pre-regulatory shifts in behaviour related to pricing and market sentiment and on payment methods associated with at-need funeral purchases, which has allowed:

- Feedback on pricing and market sentiment to be fed in to thinking on future Golden Charter price positioning.
- Feedback of group members’ experience of at-need payment methods to be fed in to Golden Charter’s understanding of how this may translate in to funeral plan purchases which will influence the organisation-wide customer journey strategy.