

SENSEi FUNERAL

There aren't many industries that have avoided change over the past 100 years, so when Virgin Media Business introduced SENSEi to a London based funeral director looking to modernise their processes, it offered a rare opportunity to collaborate on a transformative project.

F.A Albins & Sons

⚠ THE PROBLEM

Steeped in traditions the funeral markets operating methods today, are almost identical to those of two hundred years ago, dictating an administratively heavy process that requires a high level of human interaction at all stages.

The current system, common throughout the industry, involves an extensive paper trail as the deceased progresses through the facility. Traditionally instructions are manually issued as paperwork and on collection the deceased receives a paper toe-tag. When they are placed in a mortuary fridge, a ticket is posted on the door and also in the office so everyone knows their whereabouts. Everytime the deceased is moved, the tickets are manually moved and updated. External branches have no visibility on the status of the deceased and so rely on regular phone/email updates. The process is adequate but inefficient.

In the case of F.A Albins & Sons they now service almost 3000 funerals and repatriations annually and Managing Director, Simon Dyer knew things could be improved internally to reduce paperwork and increase labour efficiency.

✓ THE SOLUTION

SENSEi proposed a step change in operating method, replacing the traditional paper toe-tag and paper intensive processes with an implementation of CONTX to provide an electronic tag solution, centralised cloud processing capabilities, and an intuitive user interface accessed via the CONTX web browser and a bespoke application for tablet devices. The CONTX services and user interface were then customised to provide a bespoke workflow management solution that prompts staff and automates certain administrative tasks.

📈 OUTCOMES

CONTX provided complete transparency on the identity and real-time location of every deceased in care. From the moment a deceased is collected the digital wristband records every move into the system, from the time they were put in the ambulance, to the route taken, to their arrival time at the morgue and the fridge they are put in. CONTX monitors the status of the deceased throughout the process prompting next actions and autonomously keeping all stakeholders informed. Alerts are even raised if the temperature in the fridge exceeds predetermined limits.

The result for Albins was an estimated saving of 9000 man hours per annum in administration time and significant improvements in operational efficiency.

Historically a market dominated by small family firms, there is noticeable growth in the biggest providers fuelled by general expansion and acquisitions. For larger firms, profitability improvements are generally achieved through synergies such as opening central mortuary facilities servicing a number of smaller satellite funeral homes, increasing the need for digital transformation of processes. SENSEi's CONTX solution is fulfilling this need.