

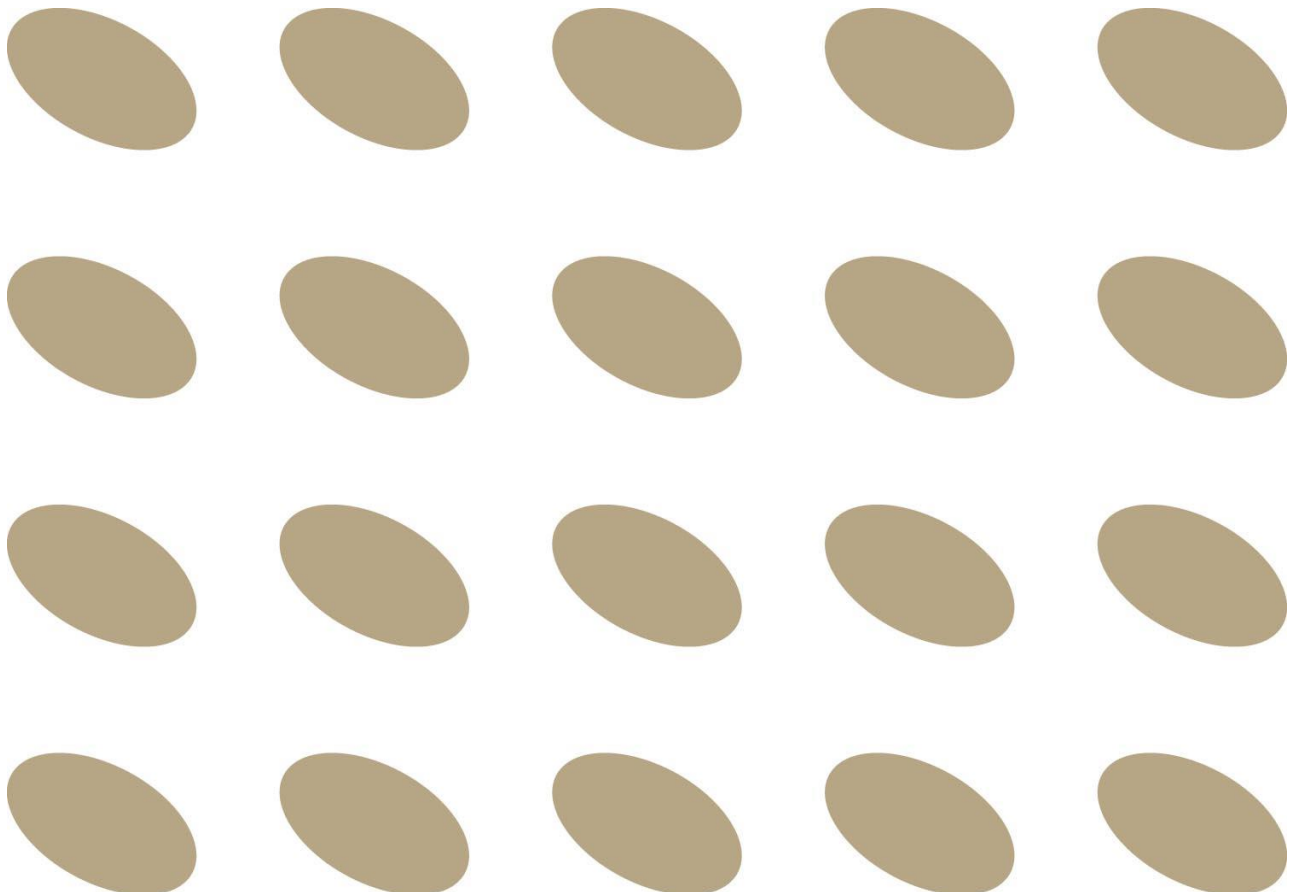
Customer Care in cemeteries and crematoria services

25/09/14, Berwick-upon-Tweed

30/10/14, Central London

18/11/14, Cardiff

13/01/2015, Birmingham



Customer care in cemeteries and crematoria services

Introduction

APSE training and the Institute of Cemetery and Crematorium Management are offering a one day skills development event to help delegates deal with customers in this very sensitive sector.

This event will explain what is involved in providing customer care, the people skills required and what is meant by “understanding the bereaved”.

The course will also consider the issues faced by staff in carrying out these services.

Outcomes:

- Understand the meaning of customer care
- Identify the different customers within the sector
- Appreciate what skills are required to deliver excellent customer care
- Gain awareness of the bereavement curve
- Recognise the importance of customer care your role
- Taking action to improve your performance

Who Will Benefit?

Those who are looking to develop or refresh their customer care skills from sections such as:

- Admin dealing with burials, cremations and memorial bookings
- Cemetery operations - grave diggers
- Crematorium operations - cremator technicians
- Other grounds maintenance work in cemeteries

Trainers

The sessions will be delivered by David McCarthy ICCM, supported by Jan Kennedy from APSE.

ICCM

The Institute of Cemetery & Crematorium Management, currently in its centenary year, was formed to become a knowledge base for those working in cemeteries and crematoria. Since that time the Institute has developed accredited training and educational programmes for all staff at all levels within this sensitive service area.

The Institute's customer care training course is unlike any other generic course as it is service specific and provides an understanding of loss and grief and the effects that this can have on bereaved people. By gaining an understanding of the grief journey candidates will be better equipped to serve the bereaved in a sympathetic and tolerant manner.

David McCarthy - ICCM

David McCarthy FICCM (Dip)(Hons) is the Technical Services and Guidance Manager of the Institute of Cemetery and Crematorium Management (ICCM). David's career in the field of bereavement spans 25 years firstly with the City of London Cemetery and Crematorium where he worked his way up through the various areas of the service until he obtained the position of Cemetery and Crematorium Manager. For the past 5 years he has worked full time for the ICCM.

Before his involvement with the specialist field of bereavement care David worked as a Presentations Manager for a Multi-National company specialising in communications. This involved the construction and delivery of training courses and working on promotional events both in the UK and overseas.

David has a wide experience in delivering training with a special emphasis on our legal training on Exclusive Rights of Burial which is the training course that David researched and put together as part of his Thesis to obtain his Diploma with Honours.

David has been delivering the ICCM Customer Care Course since it was first developed for professionals working in the highly sensitive area of bereavement.

David can be contacted via his email address: davidiccm@btinternet.com or though the ICCM National Office 0208 989 4661

Jan Kennedy – APSE Training

Jan Kennedy is Head of APSE Training and has responsibility for the learning, skills and development arm of the Association. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training & Development.

She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team. Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training programme.

Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education. Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT.

Jan is also qualified in level A and level B psychometric testing.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Supervisory skills in Cemeteries and Crematoria, Managing Change, Negotiation Skills, Time Management, Marketing and Service Level Agreements. Jan works in partnership with Hull University to deliver training modules to lunchtime supervisors. Jan also co-delivers on the current Master Classes on Health and Safety Issues in waste, ground care and amenities sectors.

Jan can be contacted at e-mail address at: jkennedy@apse.org.uk or by telephoning her on either 0161-772-1810(Office) or 07764-252-107 (Mobile)

What's included?

Course fees include delegates' documentation and course material including case studies, suggested practices and appropriate toolkits and templates, lunch and refreshments. Please note that the fee does not include hotel accommodation. Hotel information is available from the APSE secretariat on request.

Duration

1 day event: Start time: **9.30 am** Finish time: **4.30 pm**

Continuous professional development

All ICCM training is beneficial to staff at all levels and a precursor for those that wish to progress toward achieving the Accredited Diploma in Cemetery and Crematorium Management

Course Outline – Customer Care in Cemeteries and Crematoria

9.15 -9.30

Registration

Domestics, Objectives and Ice Breaker

Customer Care

- What is it?
- Why is it important for service performance?
- How does it impact on your role?

Cemeteries and Crematoria

- Who are our customers?
- What are the current issues in dealing with them?

11.00 -11.15

Morning Break

Skill requirements

- Knowledge and understanding
- Identifying strengths and weaknesses

12.30-13.30

Lunch Break

Understanding the bereaved

- Numbness and denial
- Anger
- DVD discussion

Health and Safety

- Risks and Hazards

14.45-15.00

Afternoon Break

Customer Care Basics

- Communication
- Putting it into practice

Action Planning

- Review of objectives
- What will change from today?

16.00

Evaluations, Certificates and Close

For official use:
 Del No:
 Date:
 Database: Y / N
 Confirmation: Y / N

Cemeteries and Crematoria – customer care booking form

Contact name: _____ Employer: _____

Address: _____

Post code: _____ Telephone: _____

Email: _____

Delegate name	Job title	Email address

Please state if delegates have any special requirements (dietary/access/information in alternate formats):

Booking information: APSE will take bookings up to 24 hrs prior to the course, subject to availability. You are however advised to book early to secure your place and avoid disappointment.

Please note: places on the sessions will be strictly limited to a first come first served basis. Provisional reservations for places are not accepted on this form.

Please tick all relevant boxes:

- 25 September 2014, Berwick-upon-Tweed 30 October 2014, Central London
 18 November 2014, Cardiff 13 January 2015, Birmingham

ICCM or APSE members:

per delegate: £149 + VAT per delegate per course
 3 or more delegates £129+ VAT per delegate per course
(Discount applies to delegates attending same date)

Non-members: per delegate £239 + VAT

Please quote your purchase order number (if appropriate): _____

- I am paying in advance I am paying by cheque I am paying by bacs

Booking confirmation: APSE issues a written confirmation letter to the 'contact name' for all delegate bookings received. We **will not** send confirmation to each delegate named on the booking form, unless this has been requested in writing. Should the 'contact name' not receive a confirmation letter **by post within 10 working days** of sending the booking form, then please contact APSE on telephone: 0161 772 1810.

Payment: APSE will issue an invoice after the event to delegates attending from Local Authorities, public sector and local government organisations or APSE approved partners unless we are notified otherwise.

In the event of any delegates not being invoiced through the organisations stated above APSE will require payment in advance before the event. Payment must be submitted within 10 working days of making the booking.

Advance payment must be made either by cheque payable to: APSE or by bacs (details can be provided on request at finance@apse.org.uk)
 A receipt will be provided on request.

All delegate fees are subject to vat, the rates quoted are exclusive of vat. Please ensure you include this in your payment.

Cancellation charges: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to jkennedy@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event and will incur a £55 administration fee. The full delegate fee will be payable for cancellations received less than 10 working days before the event or for non-attendance. All fees are non-refundable after the cancellation period

Booking transfers will only be acceptable, if there is availability on another date for the same course, and will incur a £55 administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. APSE regrets we cannot accept any liability for associated transport or hotel costs in the event of course cancellations made by us.

The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Please return completed form to:

Jan Kennedy
 APSE – 2nd Floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester, M32 0FP.
 Tel 0161 772 1810 – Fax 0161 772 1811 - Email: jkennedy@apse.org.uk - Web: www.apse.org.uk

