

Using existing data to build market awareness

Its your data...use it!

Peter Linsell
Managing Director
Peter Linsell Management Consultants

Information you have now

- Customer addresses
- Booking diaries
- Income figures
- Expenditure information
- Staffing arrangements
- Assets used
- Energy records
- Sales data
- Emission monitoring files

Customer addresses

- Map your customer base
- How does this map change over time?
- Resident v non-resident use
- Are customers going elsewhere?

Booking diaries

- Which are your busiest days?
- Are there any times which are hardly used?
- Is your diary matched by resource allocations?
- Any trends developing?
- Are you measuring lead times between booking and funerals services?
- Can you plan ahead based on past patterns of use?

Income figures

- Key element of your business plan
- Challenge service offers
- Don't do what you always did
- Analyse trends
- Are new offers displacing existing ones?
- Use past data to plan ahead (even within same year)

Expenditure information

- Focus on the big numbers (employees, grounds maintenance, gas etc)
- Link costs to income to establish margins
- In-house charges – demand the detail!
- Look at suppliers – look elsewhere
- Monitor routinely

Staffing arrangements

- How many hours a week in total
- Real time apportionment of key tasks
- Identify and use “free” time
- Relationship between staff hours and busy-ness of service
- Daily timesheets?
- Monitoring records
- Holiday management

Assets used

- Grave plans
- Cremation numbers
- Useable burial space
- Land available for extending
- Cremators per 1000 cremations
- Cemetery chapels
- Trends matching future availability

Energy records

- Gas
- Electricity
- Fuel
- Cremation procedures
- Gas per cremation
- Relative performance of each cremator
- Is holding over working?

Sales data

- Monthly record for each item on fees and charges schedule
- Over several years
- Update and monitor routinely
- Accentuate growth
- Consider removing from the service offer
- Will re-packaging work?
- Research what others are doing.

Emission monitoring files

- PG5/2(12) requirements
- Individual cremation reports
- Level of emissions and oxygen levels
- EHO permit parameters
- Additional data – gas use, time taken (links to booking diaries)
- Spreadsheet application with conditional formatting
- Highlight reports and graphs

Outcomes

- Management information
- Performance data
- Staff feedback opportunity
- Market awareness
- Resource usage
- Planning tools
- All from data you already have!