



Creating a Customer Satisfaction Survey

Cemeteries and Crematoria





APSE Cemeteries and Crematoria Working Group

- APSE PN Working Group - January 2017
- Request to re-consider previous work on developing customer survey for Bereavement Services.
- Issues raised :
 - Grounds maintenance/ cleanliness
 - Funeral service satisfaction
 - VFM
 - Customer care
 - Facilities offered
 - Disabled provision
 - Memorialisation choice
 - Information



Themes for questions

- Cemetery/crematorium choice
- Cemetery/crematorium staff
- Information
- Memorialisation
- Service provided
- Cemetery standards





Crematorium/Cemetery Choice

- Which cemetery/crematorium did you use?
- Why did you choose this particular cemetery/crematorium?

Crematoria/Cemetery Staff

- Where staff friendly and co-operative?
- Do you feel the burial /cremation arrangements were dealt with in a timely manner?
- Where staff dressed in an appropriate manner?
- Do you feel you were treated fairly and with sensitivity at all times?
- What did you think of the quality of the staff?
- Was there anything staff could have done better?



Information

- Where you provided with information about the service and cemetery?
- Did you find the information to be easy to understand and helpful?
- Did you find it easy to obtain further information and help?
- Did you know that funeral and memorialisation information is available on the Council's website? (provide web-link)

Memorialisation

- Where you made aware of the variety of memorials available?
- Do you consider the charges for memorialisation schemes to be reasonable?
- Are you satisfied with the choice of cremation memorials provided? If no, please provide further details in comments below.



Service Provided

- Were the times offered for burial/cremation suitable for your needs?
- If you used the cemetery chapel what did you think of the facilities e.g. décor, lighting, music, toilets , cleanliness, etc.
- Where you offered a choice of music, hymns, media options for the funeral service?
- Was the funeral service carried out in a professional manner?
- If any of the funeral guests were disabled, did they have any access problems?
- Do you consider the Council's charges to be reasonable in relation to the overall cost of the funeral?



Cemetery Standards

- Was the grave (burials) in a tidy and presentable state?
- Were you satisfied with the filling and tidying of the grave after the interment?
- Are you aware of the regulations relating to the placing of unauthorised memorials on graves?
- Was the Garden of Remembrance well maintained and fit for the scattering or burial of ashes?
- What did you think of the overall state of the cemetery grounds
 - Excellent, good, fair, poor
- Do you feel safe when visiting the cemetery grounds (if you answer 'no' please give reasons why)

Other Areas for inclusion



Suggestions?