

O Previously served my family

O Prearranged funeral with firm

O Attended non-family funeral in past

If so, what words did you use in your search?

Funeral Home Evaluation Survey

National Funeral Directors Association

Your family recently utilized the services of a funeral home that is a National Funeral Directors Association member. NFDA shares evaluation information with member funeral homes to help them ensure they are meeting the needs of the families they serve. Your willingness to share your thoughts about the services you received is greatly appreciated. Please complete this brief evaluation survey and return it to the National Funeral Directors Association in the attached postage-paid envelope. Thank you.

Adam Jones Funeral Home

123 City,	Member ID							
123	1 0 0 0	0						
Type of service: O Full service with burial	Memorial service with cremation	O Green funeral/burial						
○ Full service with cremation □○ Memorial service with burial	O Other							
Location of funeral ceremony:								
Church/place of worshipFuneral home	O Cemetery O Reception center	O Crematory O Other						
1. Was this the first time you used	O No							
2. Why did you select this firm? (mark all that apply)							

O Facilities

Reputation

Advertising

3.	If you marked "Advertising	g" as a reason for selecting thi	s firm, check th	ne primary adv	ertising source (mark		
	only one).						
	O Funeral Home Website	O Radio	O Newspaper/which one:				
	O Church Bulletin	O Television	O Other/which	one:			
	O Direct Mail	O Yellow Pages/which one:					
3a.	Did you use an internet s	earch engine to find this funer	al home?	O Yes	O No		

O Prepaid funeral with firm

Location

Please evaluate the following. Skip a question if it does not apply to your personal experience with the firm.

	, and a substitution of the substitution of th	Poo	r		071			•			Excellent
Ho	w would you rate:	1	2	3	4	5	6	7	8	9	10
4.	The funeral director who arranged the funeral or memorial service?	C	O	O	O	O	O	O	O	O	•
5.	The amount of time to plan and make purchasing decisions during the arrangement process?		•	0	0	0	0	0	0	O	O
6.	The options presented for personalizing the funeral of your loved one?	C ^o	O	O	O	O	O	O	O	O	O
7.	The merchandise selection such as caskets, vaults, urns, etc.?	C	O	O	O	O	O	O	O	O	0
8.	The explanation of the funeral home's payment policies?	C	O	O	O	O	O	O	O	O	O
9.	The funeral director who directed the funeral or memorial service you										
	selected?	C	0	0	0	0	0	0	O	O	0
10.	The appearance of your loved one (if you had a viewing)?	C	O	O	O	O	O	O	O	O	O
11.	The cremation services?	C	O	O	O	O	O	O	O	O	O
12.	The cemetery experience?	C	O	O	O	O	O	O	O	O	O
	The staff's professionalism?			O	O	O	O	O	O	O	O
14.	The driver's politeness and appearance?	C	O	O	O	O	O	O	O	O	O
15.	The professional pallbearers' politeness and appearance?	O	O	O	O	O	O	O	O	O	O

O Personal recommendation

O Price

16.	Who, if anyone, was especially helpful to you?										
17.	How was this p	person l	nelpful?								
18.	How would you Poor 1	u rate th	3 O	al home	's attent	ion to o	detail?	8 Q	9	Excellent 10	
19.	How would you			_				_	•	Excellent	
	1 O	2	3 •	4 •	5 •>	6 •	7 •	8 C	9	10 O	
20.	How would you		e cost o			ided? expect	ed	O Hi	gher tha	an expected	
21.	How would you		e cost o			(ex. cas expect				an expected	
22.	What, if anythi	ng, cou	ld have l	been do	ne to im	prove t	the firm'	s servic	e to yo	ou?	
23.	Poor 1 O	u rate th 2 O	ae value 3 O	of the s	services 5 O	you red	reived?	8 O	9 O	Excellent 10 O	
24.	Overall, how we Poor 1	ould yo	u rate th	is fune	ral homo	6 O	7 O	8 •	9 O	Excellent 10	
25.	How likely wou	ı ld you lot at all			nd this f lot very l			others? Somewha		○ Very likely	
26.		u had to lot at all			uneral, l lot very l			d you b omewha		e this funeral home again? O Very likely	
27.	Please provide	any ad	ditional	comme	nts abo	ut your	experie	nce with	this fu	uneral home.	
Wo	uld you like to r O Grief services O Planning ahe	or supp	ort grou	ps	ON		nt or mai ease spe	-			
Plea	ase enter your con	tact infori	mation if i	nterested	l in receiv	ing the a	bove. Oth	nerwise, e	entering	your name is helpful but optional .	
Em	ne ail Address								ne		
Ado City	dress /								e	Zip	

Thank you for taking the time to complete this survey.