

VIP success depends on YOU

The news we received several weeks ago about SCI buying Stewart certainly will cause change within our Company and our industry. However, when you think about it, it's not going to change the fact that caring for families is our first priority. We always need to remind ourselves of that.

In last month's issue of *SEInside*, I encouraged you to keep the momentum going. I think that is true now more than ever. Let's stay on top of our game and take advantage of the tools we have to help us do that. Specifically, I mean our newest tool: VIP.

When we accept the challenge of taking that first call, we must commit ourselves to serving that family and showing that we care. This can be an emotional event, so every action we take will be scrutinized. Let's make sure we provide a positive experience.

“Let's stay on top of our game and take advantage of the tools we have to help us do that.”

To do that, we're always reviewing our processes and services. That's why we've launched VIP. The system enhances TAP and replaces VAC by streamlining the information entry process for families. What VIP does that VAC did not is send the information a family enters online directly into CAFÉ and TAP.

“VIP is a ‘win-win’ for both the family and the funeral arranger,” said Western Divisional Trainer Barry Lambert, who was instrumental in testing and fine tuning the new tool with Eastern Divisional Trainer Keith Lucas. “This allows us

to spend more time developing relationships instead of spending time collecting that information during the conference.”

VIP provides families with a secure, password-protected place on facility websites to enter information about the deceased loved one. Families can enter information for death certificates and apply for veterans benefits. They can also compose an obituary using a template tool or a text tool.

That means we'll have even more face-to-face time with the family and, because the information the family inputs goes directly into CAFÉ and TAP, this new process will increase the accuracy of the information we have in our system.

The key to VIP's success, though, depends heavily on you, specifically on the employees who take that first call. When you get that initial call, send the family straight to VIP.

By using VIP, we continue to balance the ever-growing presence of technology in our operations with a more personal touch and help us be better prepared for that first meeting with the family.

VIP will help us streamline our operations, make us work more efficiently and, simply put, make it easier for families to take care of their arrangements at their convenience.

And, that helps us with our mission of caring for people — which is really why we are professionals in this industry.



Communication is key!

We know many of you may have questions related to the announcement about the merger of our Company with Service Corporation International. If you have a question related to the merger that your manager or Human Resources representative is unable to answer, email your question(s) to questions@stei.com.

We will then periodically email answers to the most frequently asked questions to all employees in an FAQ document.

As always, direct your regular human-resource related questions to your local Human Resources team or the Employee Support Team at (800) 553-8736 or hremployeesupport@stei.com.

Additionally, if you experience anxiety and uncertainty

about this situation, remember that our Employee Assistance Program (EAP) is available to all employees at no cost.

Our EAP, the Cigna Life Assistance Program, helps you address life's daily challenges, including issues like parenting, education, aging, financial and legal questions, and emotional health. The program provides 24-hour confidential access to professional advice including some face-to-face visits when needed. To access EAP benefits, call (888) 371-1125 or visit www.cignabehavioral.com.

