

# 5 Ways

## Your Funeral Home Can Use AI Right Now

You've already had your first brush with artificial intelligence technology. If not, you certainly have now; it helped me write this article.

**B**ut think about it. When you're typing an email subject line, a text message or a sentence in a Microsoft Word document – like I am now – at one point or another, the technology offers to finish your sentence. Or maybe you use your thumbprint or face to unlock your phone or computer. Or perhaps you've listened to a curated "radio" or "station" on a music streaming app. Yes, those are all AI-driven technologies.

So, while you might be hearing a lot about how AI is rapidly revolutionizing something or another, the change has been happening gradually right before your eyes.

I bring it up is because AI technology can help funeral homes in many ways – beyond just finishing the occasional sentence or formulating a music playlist you actually like. It can do things like automate administrative tasks, generate custom funeral service ideas, and help with marketing and outreach.

Many industries have already started integrating AI into the workplace because of its ability to streamline tasks. However, I

understand if you're hesitant to incorporate this technology because of the sensitive and personal nature of death care.

Strangely enough, personalization is AI's strong suit, as it can tailor information to an individual's preferences. And as far as the sensitive nature of working with grieving families is concerned, AI is not human. It can't experience feelings as you and I can; it can process information, recognize patterns, and generate responses based on the programming and data it's been trained on. These processes can mimic certain aspects of human thought or communication, such as writing in a conversational style or generating music, but this does not equate to experiencing emotions.

This is why I always recommend using AI as a supplement to the work humans are already doing, not as a replacement. When used with transparency and ethics, AI can benefit your funeral home and the families you serve.

AI might seem like a faraway idea of the future, one that seems plausible to you more in theory than in reality. The word it-

self sounds daunting whether technology is or isn't your thing. That's why I've put together a list of five practical ways your funeral home can use AI right now:

### 1. BRAINSTORMING

When I told you I'd share applicable ways to use AI, you probably weren't envisioning a task as rudimentary as brainstorming. Trust me, it's more helpful than it sounds.

Brainstorming is the perfect way to dip your toes in the water of AI without getting overwhelmed by its capabilities. AI can help you brainstorm ideas for funeral services, outreach strategies to help reach potential clients, or even conversational strategies for discussing sensitive topics.

If you've already been using virtual assistant technology, such as Amazon's Alexa or Siri, then you're probably already familiar with how helpful an AI-powered assistant can be.

Here are some examples of questions you might ask to help brainstorm:

- What are five title ideas for a memorial video?

- What are five alternative ways to say someone died?
- What are five name ideas for this community event?

You don't always have to brainstorm in clusters of five, but this is the issue of fives, after all.

## 2. WRITING

Writing is a lot like math or technology; it isn't everyone's thing. If it's not your forte, AI can be a valuable crutch. And even if it is your specialty, AI can save you a lot of time by generating a framework for whatever written piece you want to create. For the record, AI can also do "math" for you.

AI can write just about anything you need – obituaries, eulogies, grief support blog posts, funeral programs – heck, it can write an entire memoir if you ask it to. My advice is to start using AI to write emails, social media posts, and staff bios. This is a good way to get a feel for what AI can do and learn how to communicate better with AI to get your desired result.

Admittedly, there is an art to writing prompts for AI software, so I wouldn't expect to get the perfect result your first go-round; in fact, it could take several prompts to accomplish that. But this is why experimentation is key. Once you've mastered a prompt for writing obituaries the way you like them, you can reuse it.

## 3. GRAPHIC DESIGN

If your funeral home doesn't already have a graphic designer on staff, you might feel chained to your current logo or web design, or helpless when it comes to crafting a polished funeral service program.

Recruit AI to help you. There are tons of AI art-generating tools out there to choose from – and most of the ones I've come across are user-friendly.

You can use AI technology for everything from designing flyers for a community event to graphics for a social media post.

And if you do happen to have a graphic designer on staff, they can always use AI for assistance – to generate art ideas or speed up the design process.

## 4. CUSTOMER SERVICE

Your working hours are hardly 9-to-5, but it's unrealistic to be available 24 hours a day; even funeral directors need sleep.

This is why I recommend trying out AI-powered chatbots. What's cool about chatbots is they can provide round-the-clock customer service, answering the most common questions. For instance, chatbots can quickly provide information on services, pricing, and availability, as well as schedule appointments and offer grief counseling resources.

What I especially like about chatbots is how they can handle multiple inquiries simultaneously, ensuring each customer receives prompt attention. This improves the customer experience and allows human staff to focus on more complex and sensitive tasks that require a personal touch.

## 5. GRIEF SUPPORT

Grief support is probably the last thing you'd expect technology to provide. And, as I said before, I'm aware AI doesn't have emotions, so I'm definitely not recommending it as a replacement for a real person. What I'm suggesting is using AI to assist what grief support you're already offering.

As mentioned earlier, chatbots are part of this equation, too.

Grief doesn't exactly operate on a schedule. Equipped with natural language processing abilities, chatbots can offer empathetic responses and guide individuals to the appropriate resources when you're unavailable.

Another grief support tool AI has in its arsenal is crafting personalized media recommendations – hey, Netflix and Spotify recommendations aren't half bad. AI can curate and suggest grief resources (e.g., articles, books, videos, and more) that might be helpful for someone based on his or her individual preferences. AI might also share content based on the nature of the loss, such as losing a spouse or child.

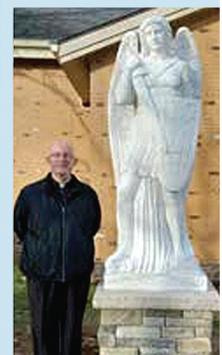
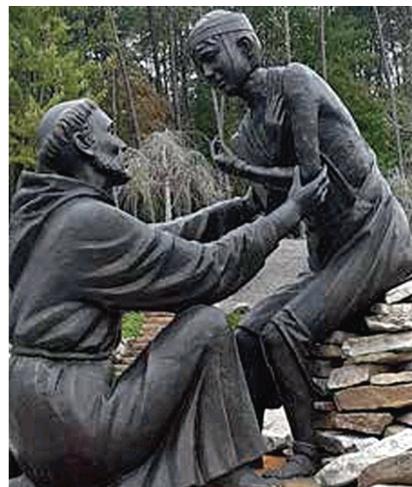
AI can help with grief support resources while you're serving families, and assist in following up with them to improve your aftercare.

I could've called this article "Five Ways to Make AI Your Assistant," because that's what AI does best: assisting. And that's exactly what I recommend using it for, too.

If I can leave you with one piece of advice, it's to not be afraid of AI. The sooner you start, the sooner you'll realize what it can do for your funeral home – and what it can't. •



**Welton Hong** is the founder of Ring Ring Marketing and a leading expert in creating case generation from online to the phone line. He is the author of "Making Your Phone Ring with Internet Marketing for Funeral Homes." He can be reached at Welton@ringringmarketing.com.



### SACRED CUSTOM STATUES

Bronze • Marble • Fiberglass | Delivery in 120 Days

Affordable • Custom • Lifesized

Marble only \$9,750

Bronze \$16,750

*Let me create for your Parish a one-of-a-kind masterpiece of sacred art for a very surprisingly affordable investment.*

For the Patron Saint you've been searching for  
Contact: Gregory Cave | caveco33@aol.com  
516-456-3663 | www.statuemaker.us

