



# Aftercare Program

eCondolence.com understands the role of funeral homes and cemeteries is more than just for burial and funerals, it is also to serve families with compassionate ongoing care. Our Aftercare Program addresses families' loss and grief, and provides resources to deliver continued comfort.

## SERVICE OVERVIEW

eCondolence.com's email messaging Aftercare Program provides sequenced follow up with families through meaningful touch points that help build deep relationships. Sending appropriate messages of comfort ensures the family knows you are there and further builds your reputation.

### **eCondolence.com automates Aftercare for funeral homes and cemeteries through personalized email messages to families**

- Customizable emails are automatically sent on important dates including: birthday of the deceased, anniversary of passing, holidays, etc.
- Automated and easy to use
- Helps the funeral home keep track of important dates

**Our Aftercare Program helps you check in with families, offer guidance through the grieving process, and discuss pre-planning and memorialization.**

### **Additional benefits include:**

- Premium profile on Sympathy Brands websites: eCondolence.com, Cemetery.com and shiva.com
- Deliver grief support through comprehensive content
- Provide families with a personal virtual Gathering Account

## AS FEATURED IN

**Forbes**



**Inc.**

**FORTUNE**

**FUNERAL**  
BUSINESS ADVISOR MAGAZINE

**FuneralDirector**