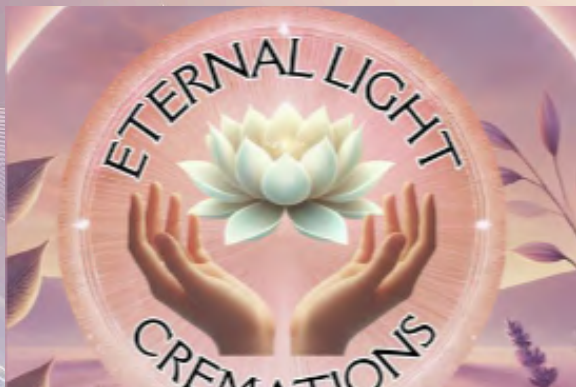


YOUR GUIDE TO PRE-PLANNED CREMATIONS



PEACE OF MIND WHEN YOU NEED IT MOST

AWARENESS & EDUCATION



Customer browses the Eternal Light Cremations website or visits a retail location



They explore Prepaid Cremation Plans section, reading about the different plans available (Peace of Mind, Serenity Farewell, Eternal Reflection).



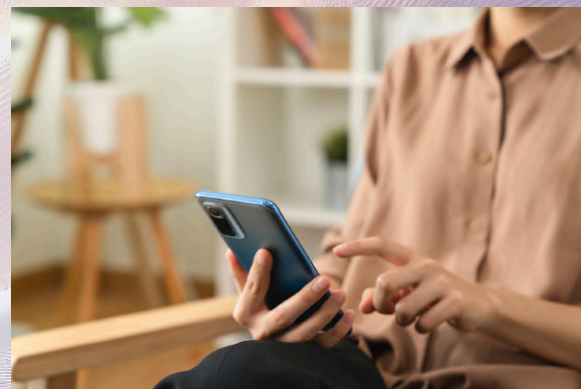
They read about the benefits of prepaid planning (financial security, family peace of mind).



Learn about payment options (upfront or monthly installments).



Legal compliance (how funds are securely held in independent trust accounts).



Live chat, email, or phone support is available for any initial questions.

BENEFITS OF PRE-PAID PLANNING



Family Peace of Mind



Legal Compliance



Financial Security



Payment Options



Funds are securely held in independent trust accounts



Live chat, email, or phone support is available for any initial questions

The Cremation Plans

We have our Peace of Mind, Celebration of Life and Eternal Reflection Pre-Paid Cremation Plans.

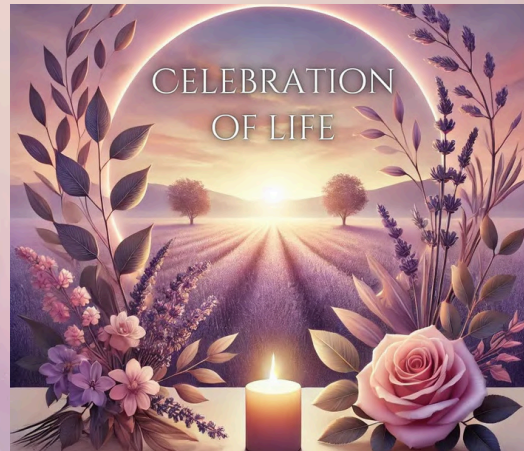


Simple & Dignified Cremation Plan
A respectful, hassle-free service with essential care.

- Cremation & Dignified Care
- Collection (50km) & Documentation
- Ashes in Eco-Friendly Urn
- Sustainable Coffin

Optional Upgrades: Personalized urns, keepsakes, and memorial jewelry.

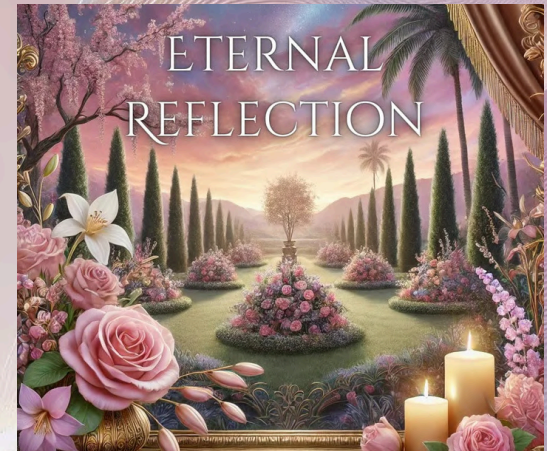
A simple, eco-conscious choice for peace of mind.



A simple cremation with a modest memorial service.

- Includes Peace of Mind Plan Services
- Memorial Service at the crematorium
- Choice of Enhanced Urn (ceramic or marble)
- Family Transportation for ease and comfort

Optional Add-Ons: Keepsakes, floral arrangements, memory book, or digital tribute.



Bespoke Farewell Cremation Plan
A fully personalized and meaningful farewell.

- Includes Serenity Farewell Plan Services
- Ashes Scattering Arrangements (sea, garden, or family plot)
- Family Transportation to all service locations
- Premium Urn & Coffin Options for a personalized touch
- Optional Photography or Video Tribute

Customization Options: Themed services, musical tributes, and memory displays.

A unique and dignified tribute to honour your loved one's legacy.

CUSTOMER INQUIRY & CONSULTATION

CUSTOMER EXPRESSES INTEREST BY:



Filling out a Prepaid Plan Inquiry Form online.



Visiting an Eternal Light Cremations retail location for in-person discussion.



Calling the customer service team.

A Funeral Planning Specialist reaches out:



1

Schedules an in-person, phone, or virtual consultation.



2

Understands the customer's needs, personal wishes, and budget.



3

Explains contract terms, payment options, and how the funds are secured in trust.



4

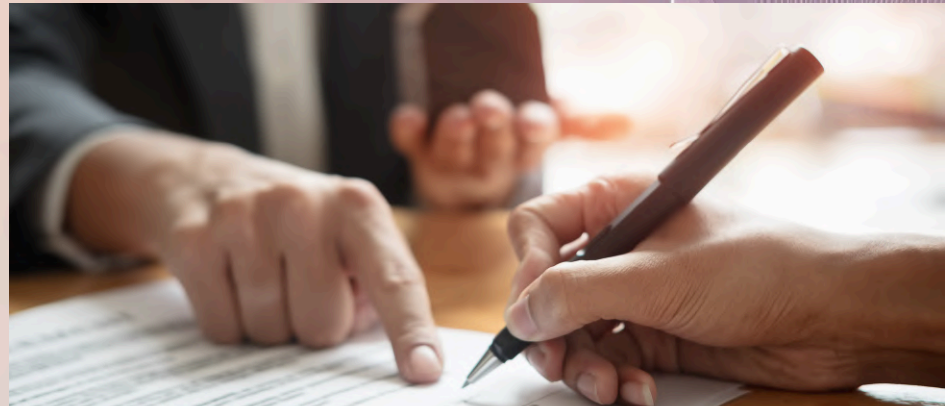
Provides a personalized plan recommendation based on customer preferences.

FORMAL OFFER AND CUSTOMER DECISION



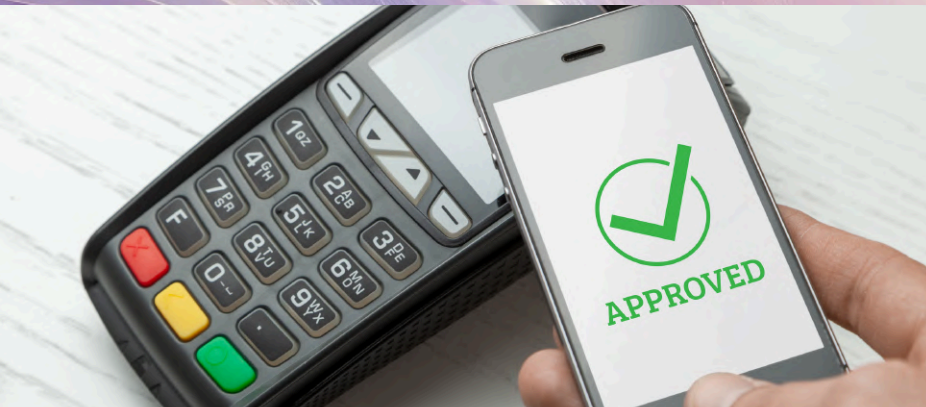
1

Customer receives a detailed proposal, including:
Full plan details & pricing.
Contract terms & cancellation policies.
Optional add-ons



2

The customer reviews and signs a Prepaid Cremation Agreement (digitally or in person).



3

Payment is processed via:
Full payment upfront (discount may apply).
Monthly installment plan (secure auto-payments via bank debit).



4

A cooling-off period (14-28 days) applies, allowing cancellation if they change their mind.

PREPAID PLAN ACTIVATION & DOCUMENTATION HANDLING



2.1 Trust Fund Allocation & Plan Confirmation

Payment is transferred to the independent funeral trust.

- Customer receives:
- Prepaid Plan Certificate & Agreement
- Activation details for their family
- 24/7 emergency contact number

2.2 Next-of-Kin Registration

Customer registers next-of-kin (NOK) and emergency contact.

- Eternal Light Cremations sends NOK notification letters with:
- Plan activation details
- Legal documents & cremation consent forms
- Instructions for safe document storage

2.3 Annual Plan Review & Customer Support

Eternal Light Cremations sends an annual update letter:

- Confirms the customer's details are up-to-date.
- Allows for any modifications (e.g. changing next-of-kin).
- Reminds customers of additional services they may want to add.

Post-Passing – Plan Activation & Funeral Arrangements



3.1

Death Notification & Verification:
Next-of-kin calls Eternal Light Cremations 24/7 helpline to activate the plan.



3.2

Collection & Transportation of the Deceased:
Eternal Light dispatches a professional transport team for collection.



3.3

Cremation Arrangements:
NOK confirms any final wishes



3.4

Ashes Handling & Memorial Services:

- Family receives the ashes in their chosen urn or arranges an ash scattering ceremony.
- Family receives memorial items.

AFTERCARE SUPPORT & ONGOING SERVICES



4.1 Grief Support & Counseling Services

- Family receives bereavement support materials.
- Eternal Light offers optional grief counseling services.
- Family is invited to attend annual remembrance events.

4.2 Memorialisation & Tribute Services

Families may choose ongoing memorial services, such as:

- Anniversary remembrance services.
- Additional memorial keepsakes.
- Online tribute page maintenance.

4.3 Legal & Estate Assistance

NOK receives guidance on settling estate matters, including:

- Handling the Death Certificate for financial institutions.
- Assistance with government paperwork (pension, life insurance claims).

KEY BUSINESS ENHANCEMENTS & CUSTOMER EXPERIENCE IMPROVEMENTS



Online Portal for Plan Holders & NOKs – A secure login where customers and NOKs can:

- *View prepaid plan details.*
- *Update personal information.*
- *Download essential documents (plan agreement, cremation authorization forms).*



Urgency & Expedited Cremation Options – Offer a 48-hour express cremation for an additional fee.



QR-Coded Digital Memorial Pages – Offer digital pages linked to the urn, where family members can upload photos, messages, and videos.



PEACE OF MIND, WHEN YOU NEED IT MOST.