Mears Family Funerals Wins Prestigious 'Digital Innovation' 2021 Award

Tuesday 7 September, 2021

Leading independent, family-owned Mears Family Funerals is the proud winner of the Digital Innovation category at this year's Independent Funeral Director Business Awards.

Awarded in recognition of the development and implementation of our unique, online quotation and ordering system on our website with a range of over 250 products. The user-friendly system allows families to select their memorial, mix and match with a range of different colors and materials, insert the memorial inscription and add the appropriate permit fee. From this, they instantly receive a downloadable quotation (together with a copy of our terms & conditions) and the option to pay the deposit to confirm their order, all from the comfort of their own home.

Lisa McDermott, Managing Director, said: "I am delighted to have won this prestigious award for Digital Innovation, especially as it was judged by an independent, industry specialist. Everyone in the team has worked tirelessly to develop a system that greatly improves access to our memorial products and this award is great recognition of their efforts."

Selecting a memorial is an important part of the bereavement journey and usually, multiple family members are involved in the creation and design of a memorial. By utilising the functionality on our SeoSamba built website and the SeoToaster Ultimate CRM system in the background, we are able to engage with families regardless of where they are in the country and send their quotation to multiple recipients, allowing each family member to contribute towards the selection and design of the memorial. We have had excellent feedback from our clients, stating that this has made this process a lot easier, by receiving instant communication from us with straightforward, easy-to-understand information that they need at what can be a very difficult time.

Steven Mears, group CEO, said: "The COVID-19 pandemic has made face-to-face meetings and appointments difficult at best and prohibited at worst. With this in mind, we have had to transform the way in which we do business and look to new and innovative ways of reaching out and supporting our clients. To be recognised as an innovator amongst our industry peers is a testament to our commitment to putting our clients, and their needs, at the very heart of what we do."

About Mears Family Funerals

Mears Family Funerals is a leading independent, family-owned funeral directors serving communities across Southeast London, East London, North Kent, and Buckinghamshire, offering a premium service at prices that others are unable or unwilling to match. Since it was founded by Steven Mears just over 5 years ago, the business has rapidly grown from its first branch in Catford to 11 branches in Aylesbury, Beckenham, Biggin Hill, Blackfen, Bromley, Eltham, Lewisham, Orpington, Walthamstow, and West Wickham.

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About SeoToaster Ultimate CRM

SeoToaster is the 3-in-1 Open Source Content Management System, Shopping Cart, and full-fledged Customer Relationship Management system supported by SeoSamba.

SeoToaster Ultimate CRM is ideal for any website-centric organization or campaign, as it ships with its mobile-friendly landing pages builder, full-blown Content Management System SeoToaster CMS which includes natively a Blog, and Shopping Cart SeoToaster Ecommerce that supports digital downloads and

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various subscription models. SeoToaster Ultimate CRM is available on-premise or as a cloud edition and comes with a companion CRM mobile app.

Finally, SeoToaster is ideal for ambitious, multi-websites, or multi-location businesses as it features a unique architecture that grows with you and lets you pilot your entire marketing ? from a single SeoSamba Marketing Operating System account.

About SeoSamba

SeoSamba has partnered with thousands of small businesses around the world and helped them reach new goals and implement winning strategies with measurable ROI. SeoSamba's Marketing Operating System combines all tools required to power a modern online presence and saves time and money over point software solutions by grouping a review management platform, an email marketing platform, a social marketing platform, a web chat-to-text mobile app, a lead tracking software, and a search engine optimization automation platform under a single roof.

SeoSamba offers turnkey performance-based website built, SEO, Social marketing, and Paid advertising programs for businesses of all sizes.

For more information about SeoSamba's services, visit www.seosamba.com, email info@seosamba.com or call: + 1 (877) 450-9894 in the US or +44 (808) 164-5558 in the UK.

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