

Important Survey on the Way

Dear Valued Customer,

It is our goal to provide you with excellent service, and feedback from the families we serve helps us better understand what you value most from the services we provide.

In about 3-5 weeks, you will receive an envelope in the mail or an email from the Funeral Service Research Group. This is not junk mail or spam. Inside is a brief letter of introduction and a questionnaire which is sent to you on our behalf.

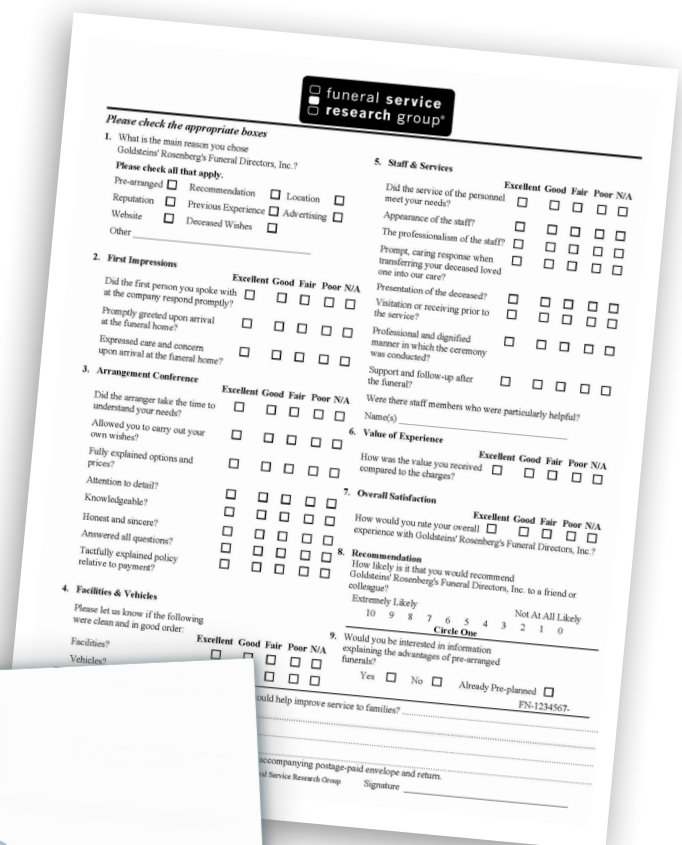
For your convenience, there will be a pre-addressed, postage-free envelope enclosed.

When you receive this questionnaire we would appreciate you taking a few minutes to share your experience. Your comments are extremely important and let us know if there is anything you would change or what you thought was exceptional.

Thank you in advance for your time in helping us enhance the experience for families like yours.

Sincerely,

Goldsteins' Rosenberg's
Funeral Directors



funeral service research group

Please check the appropriate boxes

1. What is the main reason you chose Goldsteins' Rosenberg's Funeral Directors, Inc.?
Please check all that apply.
Pre-arranged Reputation Website Recommendation Previous Experience Deceased Wishes Location Advertising Other _____

2. First Impressions
Did the first person you spoke with at the company respond promptly? Excellent Good Fair Poor N/A
Promptly greeted upon arrival at the funeral home?
Expressed care and concern upon arrival at the funeral home?

3. Arrangement Conference
Did the arranger take the time to understand your needs? Excellent Good Fair Poor N/A
Allowed you to carry out your own wishes?
Fully explained options and prices?
Attention to detail?
Knowledgeable?
Honest and sincere?
Answered all questions?
Tactfully explained policy relative to payment?

4. Facilities & Vehicles
Please let us know if the following were clean and in good order:
Facilities?
Vehicles?

5. Staff & Services
Did the service of the personnel meet your needs? Excellent Good Fair Poor N/A
Appearance of the staff?
The professionalism of the staff?
Prompt, caring response when transferring your deceased loved one into our care?
Presentation of the deceased?
Visitation or receiving prior to the service?
Professional and dignified manner in which the ceremony was conducted?
Support and follow-up after the funeral?
Were there staff members who were particularly helpful? Name(s) _____

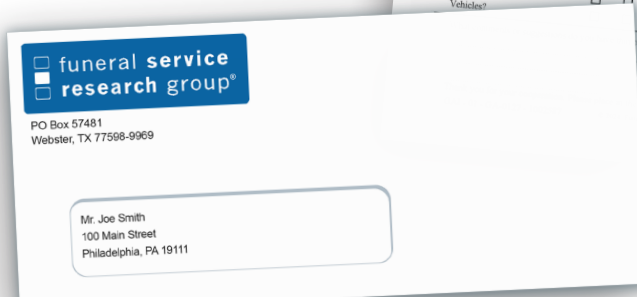
6. Value of Experience
How was the value you received compared to the charges? Excellent Good Fair Poor N/A

7. Overall Satisfaction
How would you rate your overall experience with Goldsteins' Rosenberg's Funeral Directors, Inc.? Excellent Good Fair Poor N/A

8. Recommendation
How likely is it that you would recommend Goldsteins' Rosenberg's Funeral Directors, Inc. to a friend or colleague?
Extremely Likely 10 9 8 7 6 5 4 3 2 1 0 Not At All Likely
Circle One

9. Would you be interested in information explaining the advantages of pre-arranged funerals?
Yes No Already Pre-planned
How could we help improve service to families? _____ FN-1234567

Accompanying postage-paid envelope and return to: _____
Funeral Service Research Group Signature _____



funeral service research group

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