



DASHBOARD Marketing & Cemetery Management

— by Quentin Knoell, Axiom Business Systems

If you want to enhance productivity, improve quality of family experience, etc, then you need to be able to have insight-rich data that can be turned into critical information to drive your cemetery operation. Dashboard reporting can give you exactly that.

Dashboards provide an open window into your operation without fighting the complexities of reviewing reams of raw data. It gives you interactive dashboard tools in real time that unlock the critical management information that you have been looking for, which puts you in the driver's seat for making better management decisions.

Dashboards can provide you with the critical information that you and your staff need in a real time, easy-to-read and understand format. You and your staff can create customized gadgets (windows) that will allow everyone to see what they need to when they need it.

Some examples of the gadgets that you can create on your dashboard would be a chart of the number of Services by year or revenue by salesperson over the last week. You can



even build gadgets that allow you to see the activities of your staff as they interact with the system.

Your sales staff can create gadgets that allow them to see their appointments, tasks, and open sales opportunities. They can also create one to see what services are taking place today.

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St. Michael the Archangel

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St. Joseph

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Resurrection Cemetery
Staten Island, NY

Dashboard Marketing, continued

Your groundspeople could have a gadget that displays open work orders that have been assigned to them. This will allow them to see what they need to do without having to get paper copies from the office.

These gadgets and dashboards, when used properly and to their potential, can increase productivity by allowing you and your staff to see the information that is needed to make decisions in real time and can even eliminate the need for some of the paper items that used to be printed or hand written.

If you find the need, you can even create multiple dashboards that have different gadgets that you can easily switch between if you have some things you want to see every day and some that you only look at every now and then.

These dashboards and gadgets can be designed to help you meet your strategic goals by enhancing productivity and improving family experience.

Axiom Business Systems combines experience, knowledge and technology providing transformational solutions to clients, including cutting-edge business management systems (CRM and ERP) and business process re-engineering. Their work is predominantly with medium to large-sized businesses, specializing in solutions for the cemetery and funeral management sectors.



Status	Refid	Severity	Description	Action
In Progress	31-48838	Normal	Bush Removal	●
In Progress	31-48837	Normal	Sunken Grave	●
In Progress	31-48836	Normal	Auto: Grave Opening	●

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