

Perfect Choice Funeral Plans

Video chat now used at one-fifth of UK funerals that incorporate technology

A new study conducted by a UK provider of funeral plans has revealed the increasing role of technology within final farewells in the UK. The research revealed that more Britons are introducing technology into a loved one's funeral, with the need to include those living abroad in the service revealed as the most common reason for doing so.

New research from a UK provider of funeral plans has revealed that 1 in 3 funerals now includes a technological aspect, with the majority of these featuring 'video calls' for those unable to attend the funeral. The majority of those who responded to the poll revealed that they felt technology would have an increasing role in funerals in years to come.

The study, conducted by www.perfectchoicefunerals.com, polled 2,145 British adults, all of whom were aged 18 or over, with an even gender split. In order to be eligible for the survey, all participants were required to have attended a funeral within the last 18 months.

Initially, all participants were asked 'Have you been to a funeral in which technology played a role within the last 18 months?' They were asked not to include music played through a CD or MP3 player when considering their answer. 1 in 3 (32%) of respondents revealed that they had been to a funeral in the past 18 months where technology was used in some way.

The survey then asked these respondents to reveal what the technology was. Respondents were able to select all answers that were applicable, which revealed the below top 5:

- 1) Video call – 21%
- 2) Memorial videos - 19%
- 3) Digital order of service – 15%
- 4) Music streamed – 13%
- 5) Photobooth – 4%

All relevant respondents were asked to reveal what effect the technology used had on the service. A majority of respondents (67%) said that it had a positive effect, with almost half of these (49%) saying that it had a positive effect because it brought distant friends and family together and involved them in the service.

Those who experienced the use of 'video calls' during a funeral were asked to reveal why this had been done. A majority of 65% of respondents said that it had been done so that those living abroad or far away could share the day to remember their loved one.

All respondents were asked to reveal whether they felt comfortable with the use of technology in funerals, to which a majority of 59% revealed that they did not. 76% of these felt it was 'too disruptive'.



Finally, the survey asked all respondents whether they thought the role of technology in funerals would increase in years to come. A majority of 57% revealed that they thought that it would. When asked how they thought this would be so, 21% said that they believed holograms of the deceased would be used in funerals in the future.

Michael Liddle from Neville Funeral Service Ltd, a local independent funeral director based in Beds, Herts and Bucks said: "With digital developments comes a rise in the involvement of technology in funerals. Britons may feel uncomfortable with this, but it certainly adds a whole new element to someone's final farewell. A funeral is a tough time for everyone involved, so it's nice for those living abroad or far away to share in the event in some form, even if it is via a video link. As for holograms at funerals, we think that's a few decades away yet!"

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About Perfect Choice Funeral Plans

Perfect Choice Funeral Plans are provided by NAFD Services Limited which was set-up by the National Association of Funeral Directors (NAFD) whose member firms carry out over 80% of all funerals in the UK. NAFD Services Limited is a founding member of the Funeral Planning Authority, the official body that oversees the operation of companies offering funeral plans.

Perfect Choice Funeral Plan funds are held securely in a guaranteed whole of life assurance policy. For maximum security NAFD Services only works with UK-based life assurance companies that are authorised by the Prudential Regulation Authority (PRA) and regulated by the PRA and Financial Conduct Authority. A key difference with Perfect Choice Funeral Plans is that the pre-payment monies cannot be used for anything other than the client's funeral for total peace of mind.

