



For Westchester Funeral Home, It's Business as Usual - But Better

Product Spotlight:
Gerber Inscriptor™ Memorial
Design Sales Software

**Westchester Funeral Home
Eastchester, NY**

Westchester Funeral Home has been in operation since 1832. In 1997, a savvy business decision changed “business as usual” to “better than usual”, yielding significant benefits for them, their vendors, and the families they serve.

Westchester Funeral Home purchased Gerber's Inscriptor™ Memorial Design Sales Software in January of 1997 after seeing it at a convention. Carrie Benedict, the home's funeral director, explained the decision to invest in software for memorial sales when none had previously been used. “After considering it for a while, we decided to get Inscriptor because we thought it would be helpful for the families. With the software, we would be able to print sketches and make changes right here instead of having to wait for a sketch from our monument builder and then waiting even longer whenever changes were necessary.”

Prior to purchasing the software, Carrie Benedict worked with books provided by their monument builder that contained computer printouts and photographs of actual stones from cemeteries. Once the family chose a design, Carrie would contact the monument builder who would fax the computer-generated sketch. Then, the monument builder would mail the final full-size drawing to the funeral home for approval. Every time the family wanted to make changes to the drawing, it would take a week or more to get a new one.

Today, she still uses the design books to help family members make their choices. However, “Now the families can sit with us at the computer while we create their memorial design and have a printout of their exact monument in minutes. Then we can make any requested changes on the spot and obtain their approval instantly,” said Benedict.

“Inscriptor has made our approval process a lot easier because we don't have to wait as long for sketches from the manufacturer and then wait again when the family wants to make changes. Since we can make any changes requested ourselves and print right from our computer, the family can approve the design immediately. Only after approval will we instruct the monument builder to make the final full-size drawing which is then signed by the family.”

In addition, Westchester Funeral Home's monument builder owns a Gerber Monument Products system which consists of the GRAPHIX ADVANTAGE® ELITE™ Monument Edition design and production software and a plotter to create full-sizes and sandblast stencils. They have supplied some of their designs to Westchester to input into Inscriptor. According to Benedict, “They are glad that we have Inscriptor because now we can make all of the sketches and changes here and they only need to create the final full-size once the sketch has been approved.”

She went on to say that the software has paid for itself in the past eight months. "Some families would have gone to other companies to buy their monument if we hadn't shown them what we had on the computer. Now we can provide them with monument printouts and tell them that we can make any changes they desire. The families appreciate being able to see how a variety of designs will look with their personalized information. They can have their memorial design in their hand in minutes and then they can bring it home to show the rest of the family!

"We've built our reputation through caring service. Inscriptor has made that reputation even stronger."

Visit Westchester Funeral Home at: www.westchesterfuneralhome.com or at:

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