



Overview

Based in Burtonsville, Maryland in the USA, Funeral Print's parent company has been providing printed funeral materials since the 1970s. The company offers a range of products, which includes memorial cards, posters, bookmarks, sign in books, and photo books.

The problem

Despite being in business for several decades, it wasn't until a personal bereavement in 2014 that the directors of Funeral Prints realised how prolonged the design and ordering process was. After all, the last thing families want is endless conversations, sharing files between multiple family members, designers and printers when arranging memorial posters or orders of service. They wanted a system that would enable families to design and order materials (which could be easily viewed online by other family members before submitting) within minutes, then have them delivered the following day. Although Funeral Prints had used a web-to-print platform before, the old site was limited in its capabilities for design and unsuitable for online marketing.

Improved customer functionality and wider design choices

Funeral Prints opted for the Infigo platform due to its design and editing tools, which gives customers more flexibility when creating fitting tributes for their loved ones. Tony Willis, Vice President of Operations of Funeral Prints says the online portal created through Infigo means customers can design funeral programs, prayer cards, and photo books in less than 10 minutes.

He says: "Our old site was limited in its capabilities for design and not suitable for online marketing. With Infigo, the functionality and options allows our clients a wider spectrum of design choices. The platform has enabled us to categorise our products properly for more efficient marketing campaigns with Google."

Less stress for customers and higher conversion rates

After switching to Infigo, Funeral Prints' conversion rate increased by 10% in the space of a few months. Tony says that choosing the correct platform and developer for their business has been critical to their success. Infigo's integration with other providers has been integral. Tony says: "We have the EasyPost integration. This means customers can choose from a variety of shipping options, including next day delivery. We also have our Trustpilot profile connected with the Infigo storefront, so we get automated customer feedback and glowing testimonials. Lastly, our integration with Enfocus Pitstop helps ensure we have the correct output files for digital foiling." Unsurprisingly Funeral Prints receive regular feedback from happy customers about how easy it is to design products and receive them the next day.

FUNERAL PRINTS™

www.funeralprints.com

If you would like to find out more about how the Infigo web-to-print solution can benefit your business, get in touch with our sales team today

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