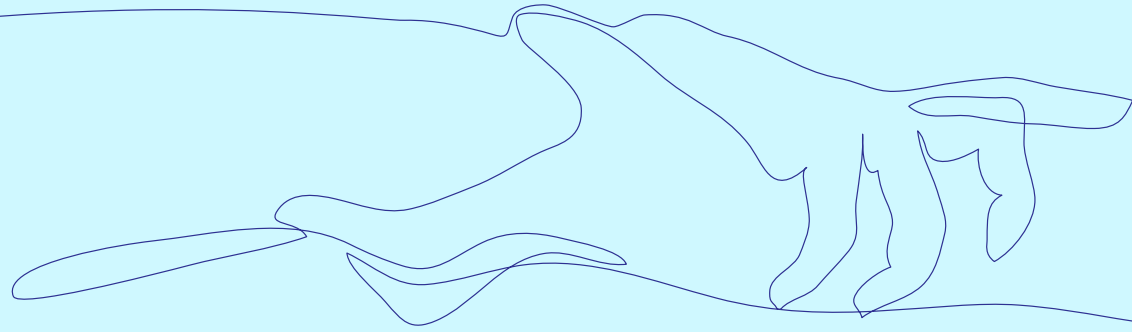


OneRoom



How
Einan's at Sunset Funeral Home
Leverages OneRoom
Live-streaming Solution



Located in Richland, Washington, Einan's at Sunset Funeral Home at Sunset Gardens has been serving the region for over 60 years. Guiding approximately 500 families through the entire funeral service experience annually, Einan's staff of 20—ranging from funeral directors to embalmers to transfer team members, among others—maintains a level of care that's consistently creative, innovative, and compassionate.

At Einan's, Life Celebrations include cremation, burial, and funeral services, all of which are personalized to the loved one being honored. But no matter how traditional or unique the ceremony, trust remains a core tenant. "This is more than a transaction to us," says Holley Sowards, service and operations manager. "It's about building a relationship. We want to get to know clients and their families."

The funeral home also takes advantage of its idyllic setting. "We sit on the grounds of 70 cemetery acres," Sowards continues, "40 of which feel like a park." This enables Einan's to offer large outdoor services, in addition to intimate graveside ceremonies. Also on the campus is a modern event center where Einan's hosts weddings, business conferences, birthday parties, baby showers, and just about "any sort of event you can think of."

When it comes to technology and digital savviness, Einan's prides itself on being a cutting-edge industry leader. **Implementing a reliable live-streaming and recording service throughout its facilities proved a logical—and impactful—next step to even better serve the community.**

Challenges

- Overcome typical issues associated with live-streaming such as unreliability and poor internet connection
- Avoid logistical chaos of an ad hoc video solution
- Bring families together in the face of COVID-19, while still delivering superior care

Solution

- Install OneRoom, multi-camera solution at the funeral home and event center
- Equip staff with OneRoom's record-and-upload functionality for off-site ceremonies
- Build OneRoom solution into pricing

Results

- One-hundred percent reliability
- Successful navigation of pandemic restrictions
- Dependable customer service and support
- Powerful moments captured and shared with the wider community, leading to new business leads and deeper relationships with families

What's next?

- Growth in website traffic
- Off-site live-streaming

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POOR CONNECTION, POOR SCALABILITY

Historically, Einan’s has been ahead of the technology curve. The funeral home had experimented with a live-streaming and recording solution over eight years ago, when Sowards first joined the team. But the solution was unreliable and often poorly connected. “It depended 100 percent on the internet,” Sowards says, “and we did not, at that time, have the greatest connection.”

This made funeral directors too nervous to offer the service to families, knowing there was a good chance it wouldn’t work properly. “They’d been burned so many times with the streaming not working correctly that they didn’t want to go through the hassle of dealing with the upset family. So they just weren’t offering it and it kind of fell apart.”

But this didn’t stop families from requesting a recording, so Einan’s turned to independent videographers as a solution. While this proved more consistent, it was a logistically complicated, ad hoc process that wasn’t scalable. “We knew it wasn’t a solid long-term solution,” says Sowards. “But between the time of that old live-streaming company and then getting connected with OneRoom, it was like our Band-Aid for families.”

A PANDEMIC THAT SHOOK THE INDUSTRY

More recently, the COVID-19 pandemic challenged how businesses across sectors operate, particularly those that commune large groups of people. As with many funeral homes, Einan’s struggled to deliver the same quality of care to families in the face of travel and gathering restrictions.

“We had to go against everything we believe in, which is bringing people together and celebrating life,” says Sowards. “We had to figure out a way to give them that same level of service and care no matter what time we’re in.”

Fortunately, Einan’s was already equipped with OneRoom before the pandemic hit, enabling them to pivot their services quickly and effectively.

“OneRoom is so simple that (new staff) could pretty much read the instructions and get through it without much training.”

A PROPENSITY FOR TECH LEADS TO A MULTI-CAMERA INSTALL AND ENTHUSIASTIC TEAM

Einan's began using OneRoom in September 2019, in no small part thanks to Sowards' determination to digitally adapt the business. "I was brought in to oversee operations," she says. "I'm here to implement new technology, new protocol, and new anything that we can use to enhance how we're serving families—that's kind of my gig."

When Sowards heard about OneRoom at a conference and then read more on LinkedIn, she decided to reach out. "They got in touch with me right away," she remembers. "We started talking and I just pulled the trigger."

Getting her team on board, however, was crucial. "One thing I've learned in the eight years I've been here is to collaborate and get buy-in before a rollout. I've learned to get involvement via collaboration before implementation—and that's what we did here."

OneRoom cameras were installed in Einan's chapel, as well as the event center. Both locations contain three cameras—a main one that staff can move as needed, in addition to two others that capture different angles. Einan's is able to record and live-stream in-house, and upload off-site recordings to the OneRoom platform. In the rare event that a live-streaming fails due to internet connection, OneRoom automatically records the event.

When it came to training Einan's staff, Sowards was pleased with the simple process. "The instructions that OneRoom has provided us with have been so easy that anytime we hire somebody new, we basically just review it with them. It's so simple that they could pretty much read the instructions and get through it without much training."



SMART, THOUGHTFUL POSITIONING TO FAMILIES

Einan's was eager to offer its new video services to customers. "Most people expect you to have live-streaming options available to them and they do not expect to pay more for it," notes Sowards. "From the start, we built it into our memorial and graveside pricing, so we don't charge extra for it when needed."

Furthermore, Sowards never wants to nickel-and-dime families, especially as they navigate the difficult grieving process. "We just let families know, 'Would you like us to record the service and have it live-streamed? It's included in the package that you selected.'"

"We always have a disclaimer," she adds. "We can't guarantee the live-stream, but we can guarantee the recording. And so, if for some reason there's an issue with the live-stream, we let families know that the service will be available after the fact on the OneRoom platform for everybody to view."

The grieving family can create a customized online guestlist and email invitations to view the ceremony. Alternatively, Einan's can place a link on its website to the service, a helpful alternative for guests looking for a more direct way to access the event.

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THE RELIABILITY—AND SAFETY NET—EINAN’S NEEDED

Sowards was never going to buy into a video solution that couldn’t promise to deliver 100 percent of the time. OneRoom does just that.

“The live-streaming was cool and all—and it’s what we wanted—but my biggest concern was relying on the internet to provide the full-service experience,” she explains. “While the live-streaming is based on your internet connection, when it goes out, OneRoom automatically records the service to an SD card, which is then available on the OneRoom platform after the service for people to watch.”

This safety net has enabled Einan’s to proudly offer live-streaming and recording services to all of its clients, with the promise—one they know they can keep—that they’ll receive a treasured artifact to rewatch and share.

SUCCESSFULLY NAVIGATING COVID-19 RESTRICTIONS

Sowards is grateful that Einan’s was already savvy with technology pre-pandemic. “We already had OneRoom live-streaming capabilities before COVID hit,” she says, “so it was easy for us to let families gather remotely.”

Though it was a relatively easy transition from in-person to live-streamed services for Einan’s, COVID-19 pushed the funeral home to digitally adapt in other key operations. “It really forced us to go digital and electronic with all of our paperwork,” Sowards explains, highlighting applications like Zoom and DocuSign as particularly helpful tools.

Still, having OneRoom already in-place and operating meant one less new process for the Einan’s team to learn quickly. “We’re blessed that we decided to get on board with OneRoom a couple of years ago.” Although it’s always difficult to tell families that they can’t all gather together in-person, the ability to commune online became even more essential. “Families wanted it and expected it,” Sowards says. “If you want to stay in the game, you need to have this technology. It’s critical.”

RECORDED SERVICES TO REMEMBER FOREVER

With OneRoom, Einan's has captured many powerful ceremonies for families. One, in particular, stands out for Sowards.

"We had a family who lost their 16-year-old son—who had bipolar disorder—to suicide. His dad told our Assistant Manager and Licensed Funeral Director/Embalmer, Ron Swanson, 'Will you please make sure that my son is loved?' And Ron did everything in his power to make the man's son viewable and, with his team's help, they were able to give this family a final farewell. The family spent time with their son in a campground environment, which was his favorite. We converted our whole chapel, complete with a fire pit and everything. We got national recognition through the Answering Service for Directors."

"It was pretty powerful," Sowards continues. "This family is like our family now. They've been out at their son's gravesite every day. We talk to them on the regular. The father would do just about anything for every single one of us here. He is serious about trying to get us all of the awards that we could get, just because we really took them in a time of need and we were there for them as people."

OneRoom was an essential ingredient in the success of this service. "OneRoom was able to capture that moment and we still look back on it. When we share with the community the things we do, we use the footage."

This recording, among others, has helped Einan's further develop its blog presence. "We're doing videos to try to help talk about what nobody else is talking about, answer questions that the community has, and to let families know what we have to offer," Sowards says. "I've got a lot of footage and pictures off of the OneRoom live-streams. I would not have that material available at my fingertips without the right technology."

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CUSTOMER SUPPORT THAT GOES ABOVE AND BEYOND

In the rare instances when Sowards or an Einan's staff member has required assistance, OneRoom showed up. "I've never had an issue reaching anyone or getting a response when I'm in serious need," Sowards says. "There's been a couple of times where I've recorded off-site services and tried to upload them to the OneRoom platform for the family, but the video was too large or the video didn't work right. It was a weekend and was like, 'Hey, I need help.' OneRoom helped me after-hours to get this set up for the family."

OneRoom's customer service has made Sowards feel like there's always someone in her corner. "Most people, just in my experience, would not have responded to me until Monday. I've appreciated them going above and beyond for us. It's made for a really good working relationship."



“Displaying a ‘Watch Here’ button on the obituary page makes the family’s life easier and it helps generate more traffic to our website.”

IMPROVED DIGITAL PRESENCE

Sowards is always looking for ways to increase Einan’s visibility within the community and industry. “OneRoom will help us increase web traffic, which is huge,” she says. “We’ve added a button to the obituary page on our website, so, if we’re live-streaming an event and the family gives us permission, we’ll add that link to our website with a ‘Watch Here’ button.”

The benefits of this have been two-fold. “It makes the family’s life easier and it helps generate more traffic to our website.” And with more traffic, Sowards knows, comes more attention, more leads, and more families to serve.

LIVE-STREAMING FROM ANYWHERE

Sowards looks forward to live-streaming ceremonies off-site and directly to the OneRoom platform, effectively cutting out the need to record and upload after the fact. Once this technology is through development, OneRoom will be setting up Einan’s with complete remote live-streaming capabilities.

“That will be just phenomenal,” Sowards says, excited about the prospect. “That will close the circle on the recording and live-streaming experience for families.”

MORE THAN JUST A LIVE-STREAMING SOLUTION

Equipped with OneRoom, Einan’s has been better positioned to succeed amid COVID-19 restrictions, leveraging innovative technology that brings family and loved ones together in an impactful and modern way. “I really value the relationship we’ve built with OneRoom. They’re more than just a live-streaming company, they’re looking out for your best interests as a whole and they’re willing to help in any way possible.”

Into the year ahead, Einan’s will continue to deliver exemplary service to the community, while capturing moments that show the world the meaningful, moving power of funeral ceremonies.

“If you’re looking for this type of technology and capability, and you care about customer service,” Sowards says, “you need to go with OneRoom.”

ONEROOM

Be There

About OneRoom

OneRoom is a video streaming and recording platform, fully automated and easy-to-use, designed for the unique requirements of funeral homes. Funeral directors can focus on caring for families whilst unobtrusive cameras connected to the OneRoom platform film the service, allowing it to occur naturally whilst live-streaming and/or recording. OneRoom allows this important moment to be shared, regardless of circumstances that often keep family and close friends apart on the day, from anywhere in the world. OneRoom provides a vital channel for the profession to extend their services and relevance beyond the day of the service.

FIND OUT MORE AT WWW.ONEROOMSTREAMING.COM