

Covington Memorial Funeral Home Listens Well, Works Harder to Customize

Covington Memorial Funeral Home's rebranding under its new CEO came with a name change and a new focus: to become more forward facing to the consumer and provide better customer service. The funeral home's new mission is made easier because it conveniently sits on the cemetery property of Covington Memorial Garden.

The proximity helps its two directors and staff to provide immediate customer

service opportunities, by "stepping out of the cookie cutter funeral service industry box," said Funeral Director and Manager LaReta Beckman.

At Covington Memorial now, active listening, learning more about deceased loved ones and their passions and interests, translates to customizing funeral services. If someone loved horses, Covington brings in a horse carriage to be their escort. A mariachi band was booked because the deceased loved the music, making it more of a celebration of life than a traditional funeral. Food at the repast was made using the recipes of a loved and passed on grandmother. For another client, a food truck cooked outside. "We changed the entire funeral home for them to eat, be comfortable, and share

fellowship with each other," said Funeral Director Kayla Battishill.

"Otherwise, they would go to a restaurant on their own or to a family member's house, but then they have the burden of planning, setting up, and cleaning," added Beckman. "We carry the burden so the family doesn't have to. We're really passionate about that," Battishill said.

Covington's cemetery staff works closely with the funeral home staff to ensure the needs of the families are met within the building. "And when we walk outside, the transition is very cohesive and flawless... [without] having to drive a procession across town," Beckman said.

Battishill and Beckman have worked together for the past eight years. "Any idea we have, we bounce



Staff of Covington Memorial Funeral Home and Gardens.

off each other," Beckman said. "We're going to make it better," Battishill added. The funeral directors empower each other. They finish each other's sentences. They worked in tandem to find a Civil War cannon to replace a 21-gun salute. Both have years of

industry experience in Fort Wayne.

The Readers' Choice top finish win is a stamp of approval for the duo, "that we've been doing a good job," Beckman said. "It's good to know we're obviously headed in the right direction."

Covington Memorial Funeral Home

8408 Covington Rd.
260.432.2508
covingtonmemorial.com

Hours:

Monday – Friday:
9 am to 5 pm
Saturday: 9 am to 1 pm



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