

WHAT PAPER IS ACTUALLY COSTING YOUR FUNERAL HOME

COSTS OF WORKING WITH PAPER

Filing, copying, printing, and sharing hard copies:
The costs associated with managing paper are as much as **31 times** the cost of the actual paper!



LABOR

The cost of paper is more than just the cost of paper. Your staff spend time and labor on creating, using, distributing and filing paper.



FAMILY EXPERIENCE

Managing funeral paper work in front of families is not a good look. Reduce your cost and present your funeral home as contemporary, professional and efficient.



BACKUP

Paper files have to be filed and stored. Copies have to be made. Folders have to be secured and protected. Forever. (That's expensive!)



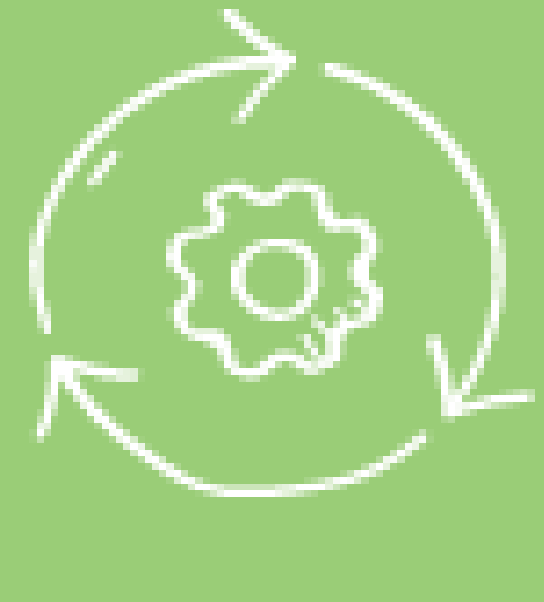
COPYING & PRINTING

According to Businessweek, every \$1 you spend on printing a paper document means you'll spend another \$6 to distribute and store it.



STORAGE

Storing paper is expensive! The average four-drawer filing cabinet will cost you approximately \$25,000 to fill and \$2,000 to maintain! Handling and storage costs can be eliminated.

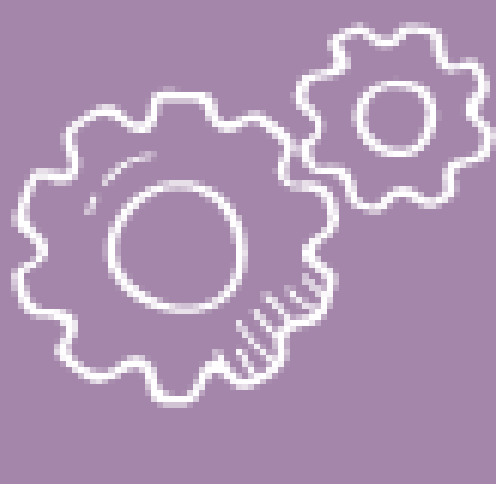


RECOVERY

Documents that get lost or damaged from fire, flood and wind (hurricanes, and tornadoes) are very costly. Documents that get misplaced, lost, or stolen cost even more. The cost to seek, recover and replace paper files adds cost and embarrassment.

BENEFITS OF CRÄKN'S EFFICIENCY TOOLS

CRÄKN allows you to be more efficient and save time on every arrangement



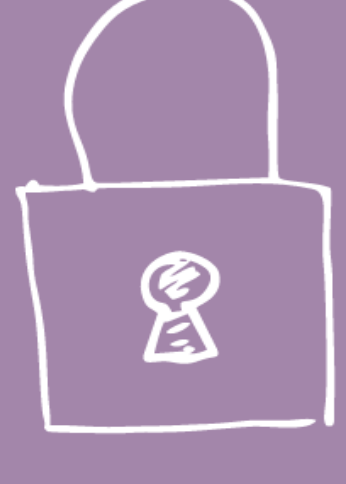
BUSINESS EFFICIENCY

One and done! In CRÄKN, you can enter a loved one's information one time and it will populate across the entire system — your digital whiteboard, the case file, the contract, the financials, family authorizations, government forms, stationery providers, answering services, calendars and to any other person, place or vendor that needs access to this information.



FAMILY EXPERIENCE

Peace of mind! No matter who interacted with your families, their information and paperwork is available to you — forever. No detail is ever lost. Every detail is accessible.



PEACE OF MIND

You can rest easy when it comes to your funeral home's data. It will be safe, secure and backed up. Plus, you remain the owner of YOUR data...at all times.



24/7 ACCESS TO YOUR DATA

Use CRÄKN from any device. No more driving to the office to get a document, print a file or read the whiteboard. Now you can get family information anywhere, anytime from any device.



MAJOR SAVINGS

Save time and money! CRÄKN saves you more than three hours of labor per case and you'll be more efficient with printing, distributing and storing paper.



MEANINGFUL PRODUCTIVITY

CRÄKN's single entry system eliminates duplicate tasks. Forget about handwritten forms that need to be typed up later. Your case notes are always in sync in CRÄKN. Integrate them with your answering service and accounting system. Convert pre-need records to at-need arrangements. Do both with the click of a button.

SEE FOR YOURSELF

MUCH MORE THAN A CASE MANAGEMENT TOOL, CRÄKN IS THE SIMPLEST WAY TO MANAGE YOUR FUNERAL HOME



SEE OUR POWERFUL TOOLS IN-ACTION AT WWW.CRAKN.NET/REQUEST-DEMO.HTML

SOURCES

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