

Wilbert ESP™ - A cloud-based application simplifying burial vault education and selection



Helping families make educated decisions on all the merchandise and services available to them is a fundamental role of Funeral Professionals. When it's time to discuss burial vaults, often one of the last items, families are understandably fatigued. Traditional printed materials and wall-mounted miniatures present the product choices but fall short on the all-important education aspect. Funeral professionals do their utmost to educate families but battle that fatigue factor and subsequently may condense the education. The Wilbert Educated Selection Process, or ESP, can help.



Wilbert ESP™ uses video, slides and graphics to help convey the purpose and value of burial vaults. The Funeral Professional guides families through a carefully scripted selection process, backing up if needed to answer questions and review decisions—all at a natural, comfortable pace that the Funeral Professional controls.

Burial vaults are displayed with descriptions, warranties, personalization options and retail pricing. Left and right scroll buttons enable easy viewing of all the burial vault models offered by the funeral establishment, customized with their name on the screens.



Wilbert ESP can be used for both at-need and pre-need situations on virtually any computer, tablet or other device. It can be easily incorporated into an electronic showroom or an existing traditional display. When arrangements are made, designated personnel are automatically notified via email. Useful management reports are built into the program, providing visibility into key indicators.

Contact your local Wilbert Licensee to see a demonstration of the Wilbert Educated Selection Process and discuss how it can help you work with families in their time of need.



Watch the Wilbert ESP video:
wilbert.hmsbox.com/esp

