



## **Become the Brand Customers Cannot Live Without**

### Session Highlights

On July 7, Mark Busch, co-owner of Busch Funeral and Crematory Services and licensed customer service (CX) coach, introduced all attendees to the methodology for creating quality customer experiences, eliminating negative views, building meaningful relationships, having intentional engagements, and truly understanding and incorporating the customer experience cycle. Compassion and empathy are critical in our industry, and it is important to understand each customer's journey. We hope to see you at an upcoming WilbertEDU webinar. Remember, it is free, and you receive valuable CE credits. Visit [www.wilbert.com/wilbertedu](http://www.wilbert.com/wilbertedu) to register for a webinar today.

### Upcoming Sessions

**July 21 Line of Duty Death: Funeral Honors and Protocols** with Daniel Foley [REGISTER HERE](#)

**August 4 What You Should Know When Handling the Services for a Sitting Member of Congress** with John DeBord [REGISTER HERE](#)

View upcoming sessions and receive updates when new sessions are announced. Visit [www.wilbert.com/wilbertedu](http://www.wilbert.com/wilbertedu) and sign up to Stay Informed!

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