

Posey Funeral Directors, North Augusta, SC

Customer Service Excellence: Creating the Funeral Experience

In an ever-changing economic climate and world, where the customer experience and customer service are deteriorating at a rapid pace, the team at Posey Funeral Directors continues to expand, not only their market share, but also their ability to think outside the box offering innovative and unique service experiences for our families. We have provided numerous innovative, highly personalized and unique services for numerous families throughout the course of the past year; however, one stands out above the rest.

The checkered flag waved in the early morning hours of June 8, 2024, for Mr. "K", his final laps on earth were complete. Mr. "K" was a well-known and respected figure in the racing community throughout the Southeastern United States, if he wasn't working, he was racing. Racing himself for 32 years and owning his own race team for over 15 years. Mr. "K" was someone who worked hard but played harder with his family motto being, "Families that race together stay together."

As we met with the family to make final arrangements, it quickly became apparent that a traditional church or chapel service was not what would best serve the "K" family. Doing what outstanding funeral service professionals do, our funeral director listened to the family and suggested some options that might be of interest to the family given the deceased's (Mr. "K") interest and lifestyle. Over the course of the next six days our team creating an incredible experience for the "K" family and their guests. We secured the location of an outdoor lakeside property suitable for Mr. "K"'s love of the lake and the outdoors encouraged the family to provide us with one of Mr. "K"'s race cars and several of his racing memorabilia for us to create a display at the service.

In the early morning hours of Friday, June 14 our team, which included our funeral director, several funeral director assistants among others began preparing the site. With checkered flags marking the entrance to the property guests arrived at the panoramic lakeside site to find tents with additional checkered flags blowing in the wind, Mr. "K"'s #42 racecar sheltering his cremated remains with a large photo of him and a checkered flag draped over the hood of the race car. Verbiage had been included in the obituary to encourage guests to wear race gear or his favorite color blue; our team obliged and followed suit.

Mr. "K"'s days of green flag racing are complete. The team at Posey Funeral Directors celebrated who he truly was and in the eyes of the family and several of those in attendance our team are winners!