

Reflecting on DEAD Talks 2025: Un-Cremating Profits with Technology

by Eric Banks & Janhavi Rege

FUNERAL 365 HAD THE HONOR OF PARTICIPATING IN DEAD TALKS 2025, one of the most anticipated events in the funeral profession, hosted by the International Cemetery, Cremation, and Funeral Association (ICCFA). Held February 4–6 in the vibrant city of Las Vegas, the conference brought together funeral directors, cemetery managers, operations professionals, and innovators from across the country. Over three packed days, attendees explored the future of deathcare through educational sessions, cutting-edge technology showcases, and peer-to-peer networking.

As the industry continues to evolve in response to changing consumer expectations, emerging technology, and shifting demographics, DEAD Talks 2025 served as an essential forum to share knowledge and drive innovation.

Leading the Conversation on Technology and Profitability

Representing Funeral 365 at the event was our Director of Sales and Business Development, Eric Banks, who delivered a standout

presentation titled “Un-Cremating Your Profits with Technology.” With a strong background in funeral tech, Eric brought a fresh perspective on how digital tools can help funeral businesses not just survive but thrive.

Eric’s session delivered a clear message: Embracing digital transformation isn’t about abandoning tradition, it’s about empowering your team, enhancing client experiences, and increasing profitability through smart, scalable solutions.

Beyond the breakout sessions and keynotes, what made DEAD Talks 2025 truly special was the sense of community and shared purpose.

Strategies That Are Changing the Game

Eric’s talk centered around six strategic approaches that funeral businesses can adopt to drive results and stay ahead in a competitive landscape.

- 1. Deliver Unmatched Customer Experience:** Eric emphasized the power of technology in personalizing client interactions. Tools like customer questionnaires, digital calendars, and family portals were showcased as ways to streamline operations, uncover upsell opportunities, and build lasting loyalty.
- 2. Maximize Revenue Opportunities:** Attendees learned how technology enables businesses to attract modern families by offering flexible services, like online appointment requests and family portals, while optimizing sales processes through automated insights.
- 3. Boost Efficiency and Serve Families Faster:** Eric highlighted the time-saving benefits of digital tools, such as task automation and real-time collaboration, which allow teams to focus on delivering exceptional service and minimizing costly errors.
- 4. Maintain Perfect Compliance:** Technology’s role in simplifying regulatory compliance was a focal point, with



Eric Banks with Mike Cooperman, Chief Marketing Officer at Fortitude Research, and George Owens, President and Founder of Fortitude Research



Eric with Robin Elaine Heffernan, Little Lake Cemetery Company



Eric with Robbie Pape, Carriage Services

examples of secure data management and automated tracking systems ensuring all legal requirements are met seamlessly.

- 5. Drive Financial Performance with Insights:** Attendees explored how data-driven decisions powered by real-time analytics can optimize offerings, track seasonal trends, and cut unnecessary costs, ultimately improving profitability.
- 6. Scale Efficiently, Grow Effectively:** Finally, Eric discussed the scalability of cloud-based solutions, which enable businesses to expand without significant resource investments while maintaining flexibility and high service standards.

A Transformative Experience

Beyond the breakout sessions and keynotes, what made DEAD Talks 2025

truly special was the sense of community and shared purpose. Every conversation, whether with long-time industry leaders or emerging professionals reinforced a central theme: the future of funeral service is compassionate, connected, and tech enabled.

At Funeral 365, we're proud to be part of this transformation. Our goal is simple: to help funeral homes and cemeteries streamline operations, reduce stress on staff, and ultimately provide better service to the families they serve.

We are deeply grateful for the opportunity to connect with industry professionals and contribute to advancing the field. To learn more about how Funeral 365 can support your business, visit our website or reach out to our team. Together, let's embrace technology and pave the way for a more innovative and profitable future. 📧



Eric Banks is a Business and Digital Transformation professional with over 35 years of global cross-industry experience enabling reimagined capabilities yielding sustainable profitability, growth and stakeholder value. He is certified in process improvement, technology sales, and marketing for high growth organizations, specializing in Deathcare Management, Funeral Operations, SaaS, Enterprise Resource Planning, Customer Relationship Management, Supply Chain Management, and Mobile Business Applications.



Janhavi Rege is Marketing Campaign Manager, Funeral 365, and is an MBA graduate with over six years of experience in B2B marketing and communications. She specializes in campaign strategy, content development, and integrated marketing communications.