



PURE CREMATION GENERATES UNPRECEDENTED TRUSTPILOT REVIEW RESPONSE

Independent online reviews have become a key part of consumers' decision-making process and in a world where reviews from just 4% of customers is considered respectable, achieving 30% response demonstrates a level of satisfaction and engagement that is extremely rare.

As well as securing a great response rate, Pure Cremation Funeral Planning has amassed a staggering 92% 'Excellent' rating from more than 3,000 reviews on Trustpilot – in just eight months.

This is even more impressive when you consider that the funeral planning sector has been the subject of heavy criticism for hard-sell tactics, lack of transparency and poor value for money. Grave concerns about these issues have led to the recent legislation to regulate funeral plan providers via the Financial Conduct Authority.

Pure Cremation Funeral Planning was established in 2016 to provide a secure, simple and affordable direct cremation plan when no other provider thought it worth their attention. Not only has Pure proven there is massive demand for this style of service (where the cremation is separated from the personal farewell) its reviews show that Pure continues to set a new standard for the funeral plan market as a whole.

Catherine Powell, co-founder says "We wanted to create a plan, a service and a customer care team that would be good enough to look after our parents."

This ethos has resulted in absolute clarity on price and the scope of the service coupled with a warm and friendly approach to every customer. Pure Cremation is very proud of the fact that the team confidently turn enquirers away if their needs can't be met by the style of service offered.

Customer Keith Davies wrote: "My wife and I have just taken out an over 50s policy with Pure Cremation. The literature we received was very informative, and no technical guff. Everything was set up easily and they even gave me a call to make sure I was happy.

"They seem to care for their clients, and I'm sure when we need their help, they will be there for us."

Trustpilot user C Swann praised Pure for its response when her mother passed away.

She wrote: "At a heart-breaking time, the way mum's death and cremation is being handled by Pure Cremation is excellent. The paperwork handling and the follow-up calls are all helpful when you are incapable of thinking straight.

"Highly recommend for their professionalism and empathy."

And in recent weeks Carol Rose wrote: "The best thing I've done, this plan is perfect for me. I've been after something like this for years, as I find funerals morbid and flowers are expensive, I'd rather people put money into charity.

"Don't get me wrong, I love flowers – but only when I'm alive!"

Catherine Powell, Director of Customer Experience at Pure Cremation, said: “We are staggered and delighted by the passionate responses from our customers. I reply to every review personally, seeing first-hand the things we excel at and quickly identifying glitches that need resolving.

“Plan holders consistently mention our easy-to-understand literature and good value, and it’s always a pleasure to pass compliments on to the individual staff members concerned. The reviews are incredibly motivating for everyone!”

The success of the Pure Cremation Funeral Plan has inspired the company to add other services that help individuals make later life much easier for themselves and their loved ones.

Catherine added: “In the last 2 years alone Pure Cremation has played a pivotal role in shaking up the funeral sector. It has become a recognised brand which has earned the trust of more than 50,000 clients - thanks to our philosophy of clarity, high standards of customer care and excellent value for money. Our intention is to now apply this ethos to an expanded range of services enabling more people to take the steps needed to protect their quality of life, their wealth and the people they love.”