



CASE STUDY SCENARIO

This is for your reference

Real-life Scenario

The role of Funeral Director is to deliver world-class client service by arranging and conducting funerals and being a trusted advisor to our clients. You are responsible for building meaningful and mutually beneficial relationships with clients and the wider community, and for supporting the growth of the business and our vision of being the No.1 funeral provider in the UK.

Below is a fictional dashboard, showing you branch performance.

Weekly Dashboard

Funeral Home	Client Satisfaction	Pre-paid Funerals	Market Share Variance
Your branch	72%	67%	+0.13%
Top performing branch in the region	93%	75%	+12.4%

Task

Your task is to prepare a 90-day action plan outlining what you would do in the first 90 days in position as Funeral Director to improve your branch performance in line with the top-performing branch in the region. Your plan should consider:

- What are your key priorities and how do these align with the wider business priorities.
- Who you need to engage with to achieve your objectives (for example, internal colleagues and key contacts in the local community).
- How you will understand and improve the client experience while delivering these changes.
- How you will track progress and impact (which measures or indicators you would use?).
- What support or resources you would need to deliver your plan successfully.

You will have 10 minutes on the day to share your ideas with the interviewer.

This is a verbal presentation only. There is no requirement to prepare slides or formal materials. However, you are encouraged to make and bring any notes that will help you structure your plan and ensure you cover all areas you wish to discuss.