

Providing peace of mind

Background

Serving the Shaunavon area for over 90 years, Binkley's Funeral Service provides conscientious and compassionate service to families going through the difficult time of bereavement. Company President Rick Schneider and his staff take great pride in ensuring that grieving families receive the support they need to get through their difficult time. Binkley's provides far more than basic funeral arrangements for their clients – whether it be ordering floral arrangements, making lunch arrangements, hiring musicians, contacting clergy, or providing monuments, Rick and his team do it with care and respect.

Challenge

During the 90-plus years that Binkley's has been in operation, times certainly have changed. "Compared to 40 or 50 years ago, people move around quite a bit more, and families are rarely all in the same community," explains Rick, who realized that this change was both a challenge and an opportunity for his business. Not only would a dynamic website allow Rick to communicate with customers who had moved away, but it would also give him the opportunity to educate potential clients on many aspects of Binkley's services that they may have been uncomfortable asking face-to-face.

"We needed our website not only to provide information on us and our services, but to allow us to communicate with our customers, and to allow potential customers to find answers to their questions at their leisure, from their own home; and SaskTel has certainly allowed us to do that."

Binkley's website is comprehensive in helping people understand what to do after the death of a loved one. The site provides examples of the many products and services that Binkley's offers, as well as a forum for friends and family away from home to send their condolences. The website also includes an interactive planner to assist in planning your own funeral, a service that some individuals are already adopting to make things easier on their families after their passing. Once they had decided on the content Rick knew that his own technical skills and resources would be insufficient to ever consider web hosting on his own.

Solution

When Rick decided to create Binkley's online presence he knew there were plenty of options available to him; but when it came to ease of use and the safety of his information, SaskTel was the obvious choice for him. SaskTel's reputation for service and reliability made it easy for Rick to trust them with his web hosting.

"The people at SaskTel are excellent – knowledgeable and easy to work with!"

Working closely with SaskTel, Rick was able to find an all-inclusive package perfectly suited for his needs. Combining web hosting with an email package at a great value has made it easy for Rick to work with SaskTel.

"SaskTel Web Hosting allows us to focus on our clients, without worrying about our website, which gives us the peace of mind we need to ensure our clients get what they need."



" SaskTel Web Hosting is easy to use and gives us the confidence to know that we don't have to worry about it - ever."

Rick Schneider
President
Binkley's Funeral Service