



ASSESSING DISRUPTION IN THE DEATH CARE INDUSTRY



INTRODUCTION

An insurance leader specializing in end-of-life services sought insight into the funeral sector's potential disruptions over the next 5-10 years.



THE STORY

With a commitment to end-of-life planning, this company stands out as a national authority in advance funeral planning and funding for final expenses. As a preferred provider, this insurance leader is celebrated for its stability, security, and integrity within the funeral professions.



THE CHALLENGE

Bâton Global (B|G) conducted comprehensive research, blending primary and secondary methodologies, to gauge forthcoming industry disturbances. Interviews and market analyses were instrumental in understanding strategic drivers and foreseeing potential disruptions.



THE CHOICE

Integrating professional insight and disruptive models, B|G provided a detailed report outlining potential disturbances and strategic recommendations. This approach empowered the client to adjust its business model to better cater to evolving consumer needs and proactively innovate, fortifying its resilience against future industry shifts.

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In an attempt to anticipate industry changes, a prominent insurance company specializing in end-of-life services sought insight into the funeral sector's potential disruptions over the next 5-10 years.

Bâton Global (B|G) launched primary and secondary research, analyzing market trends and their impact on funeral practices. Through interviews and documentation review, B|G gleaned valuable insight into the client's strategies and garnered expert perspectives from internal leaders, funeral professionals, and industry associates.

With these findings, B|G performed an in-depth market analysis to identify potential disruptors and create competitive profiles. Integrating industry-specific knowledge and disruption models, they considered various scenarios and mapped potential interferences along the funeral industry's value chain.

The culmination of these efforts resulted in a comprehensive report that outlined key findings and offered strategic recommendations for the client's leadership team. Equipped with these insights, the client developed strategies to modify its business model to better cater to evolving consumer needs and proactively navigate potential industry shifts. The study empowered the client to not only prepare for disruptions but to also explore opportunities for strategic innovation that reinforce its preparation for the future.

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THAT ACHIEVES YOUR GOALS.



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