

Bureau de normalisation du Québec

BNQ 9700-699/2009 (R 2021)

Professional Customer Service — Funeral Service Providers **STANDARD**

BNQ 9700-699/2009 (R 2021)

Professional Customer Service — Funeral Service Providers

Prestation de services professionnels à la clientèle — Entreprises de services funéraires



Bureau de normalisation du Québec

The Bureau de normalisation du Québec (BNQ) is a standardization organization based in Quebec and created in 1961. It is one of the standards development organizations accredited by the Standards Council of Canada (SCC) and as such, is part of the National Standards System.

As an administrative unit of Investissement Québec (IQ), the BNQ produces standards that meet the needs of the industry, of public and para-public organizations, and of concerned groups.

SECOND EDITION - 2021-08-24

This edition reaffirms (reapproves) the edition dated month July 10, 2009, which now includes Amendment No. 1 dated August 12, 2021. Consequently, this edition is equivalent to the previous edition.

This document is published in both French and English. In case of incompatibility, the French version prevails.

The decision resulting from the systematic review that will enable to determine whether the current document shall be modified, revised, reaffirmed or withdrawn will be implemented no later than at the end of August 2031.

ICS: 03.080.30.

ISBN 978-2-551-26698-2 (printed version) ISBN 978-2-551-26699-9 (PDF) Legal deposit — Bibliothèque et Archives nationales du Québec, 2021

REQUEST FOR INFORMATION AND PURCHASE

Any request for information or purchase of this document may be sent to the Bureau de normalisation du Québec (BNQ) at: 333, rue Franquet, Québec, Québec G1P 4C7 telephone: 418-652-2238, ext. 2437 or 1-800-386-5114; fax: 418-652-2292; email: bnqinfo@bnq.qc.ca; website: www.bnq.qc.ca.

REVISION OF BNQ DOCUMENTS

Collaboration from BNQ document users is essential in keeping our documents up to date. Therefore, any suggestion aimed at improving their contents will be appreciated. We ask you to send us your suggestions or comments on the form at the end of this document.

The electronic or printed version of this document is for personal use only. Distribution to third parties, partners or clients, as well as saving, distribution or use on a computer network is forbidden without written agreement from the BNQ.

Only purchasers duly registered with BNQ Customer Service will receive document updates. Notifications and the catalogue may be consulted at all times on the BNQ's website [www.bnq.qc.ca] to verify if a more recent version of a document exists or if amendments or errata have been published.

If a registered purchaser wishes to continue to receive updates, the purchaser must inform BNQ Customer Service of any change of address as soon as possible.

© BNQ, 2021

All rights reserved. Unless otherwise specified, no part of this document may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilming, without written permission from the BNQ.

NOTICE

UNDERSTANDING OF THE NOTION OF EDITION

It is important to note that this edition implicitly includes all amendments and errata that might be published separately at a later date. It is the responsibility of the users of this document to verify whether any amendments or errata exist.

INTERPRETATION

The verb **shall** is used to express a requirement (mandatory) in order to comply with this document.

The verb **should**, or the equivalent expressions **it is recommended that** and **ought to**, is used to indicate a useful, but not mandatory, suggestion or to indicate the most appropriate means of complying with this document.

Except for notes presented as **normative notes**, which set out mandatory requirements and which appear in the lower portion of figures and tables only, all other **notes** are **informative** (non-mandatory) and provide useful information intended to facilitate understanding or clarify the intent of a requirement or to add clarification or further details.

Normative annexes provide additional requirements (mandatory) in order to comply with this document.

Informative annexes provide additional (non-mandatory) information intended to assist in the understanding or use of elements of this document or to clarify its implementation. They contain no mandatory requirements for the purpose of compliance with this document.

DISCLAIMER OF RESPONSIBILITY

This document was developed as a reference document for voluntary use. It is the user's responsibility to verify whether the application of this document is mandatory under the applicable legislation or regulations or whether trade regulations or market conditions stipulate its use in, for example, technical regulations, inspection plans originating from regulatory authorities and certification programs. It is also the responsibility of the users to consider limitations and restrictions specified in the Purpose and Scope and to judge the suitability of this document for the user's purposes.

MARKING AND LABELLING REQUIREMENTS

This document may contain requirements for marking and/or labelling. In this event, in addition to meeting such requirements, it is also the responsibility of the suppliers of products to comply with the applicable national, provincial or territorial laws and regulations of the jurisdictions in which the products are distributed.



FOREWORD

This document was developed in compliance with the Standards Council of Canada (SCC)'s Requirements and Guidance for standards development organizations. Its reaffirmation was approved by a Standards Development Committee, whose members were:

CLOUTIER, Gino	Association des cimetières chrétiens du Québec
DESCHÊNES, Brigitte	Résidence funéraire du Saguenay
DESROCHERS, Denis	Centres funéraires Grégoire et Desrochers
FOURNIER, André	Maison commémorative familiale Fournier
GOYER, Jonathan	Corporation des thanatologues du Québec
LECLAIRC, Yves	Union des consommateurs
MARCOUX, Denis J.	Solutions 4T gestion de projet
PRUD'HOMME, Danis	Réseau FADOQ
RÉMILLARD, Francis	Office de la protection du consommateur
RODRIGUE, Yvan	Lépine Cloutier — La Souvenance
VEILLEUX, Geneviève	Arbor Memorial
VIENS, Nathalie	Funeral services training expert
Coordination	
CORREIA-Moreau, Elisabeth* (Standards Developer)	Bureau de normalisation du Québec (BNQ)

^{*} At the time of publication of this standard, the aforementioned person no longer worked for this organization.



The 2009 edition of his document was prepared and approved by a Standards Development Committee, whose members were:

BEAUDOIN, Pierre	Université Laval
BOUCHARD, André	Licensed theologian
CHARTRAND, Sophie	La Maison Monbourquette
CLOUTIER, Gino	Association des cimetières catholiques romains du Québec
DESCHÊNES, Brigitte	La résidence funéraire du Saguenay
DESROCHERS, Denis	Centre funéraire Grégoire et Desrochers inc.
FOURNIER, André	Georges Fournier et fils inc.
MARCOUX, Denis J.	Solutions 4T gestion de projet
POIRIER, Marc	Corporation des thanatologues du Québec
PRUD'HOMME, Danis	Réseau FADOQ
RÉMILLARD, Francis	Office de la protection du consommateur
RODRIGUE, Yvan	Lépine Cloutier — La Souvenance
TANGUAY, Charles	Union des consommateurs
TREMBLAY, Yoland	Notre-Dame-des-Neiges Cemetery
VEILLEUX, Geneviève	Arbor Memorial Services inc.

GAGNÉ, Nicole (coordinator)

Bureau de normalisation du Québec (BNQ)

The participation of the following people is also worthy of mention:

DESCHÊNES, Marc-André	Curateur public du Québec
FERRERO, J. P.	Bureau de normalisation du Québec
HÉBERT, Richard	Corporation des thanatologues du Québec



MILLER, Robert

LANGLOIS, Martine

PRENEVOST, Richard

Corporation des thanatologues du Québec

Réseau FADOQ

Association des cimetières catholiques romains du Québec

The development of this standard was made possible thanks to the initiative and financial support of the Corporation des thanatologues du Québec and their partners.



CONTENTS

	INTRC	INTRODUCTION		
1	PURP	PURPOSE AND SCOPE		
2	NORM	NORMATIVE REFERENCE		
3	DEFIN	DEFINITIONS		
4	GENEI	RAL REQUIREMENTS	4	
	4.1	QUALITY POLICY	4	
	4.2	COMPLIANCE WITH LAWS AND REGULATIONS	4	
	4.3	PUBLIC LIABILITY INSURANCE	4	
5	QUAL	ITY OF CUSTOMER SERVICE	4	
	5.1	PROFESSIONALISM	4	
	5.2	INITIAL CONTACT AND MEETING WITH CUSTOMERS	5	
	5.3	WRITTEN COMMUNICATION	7	
	5.4	DOCUMENTS AND COMPUTER FILES	8	
	5.5	IDENTIFICATION OF THE DECEASED	8	
	5.6	TRANSPORTATION	9	
	5.7	PREMISES AND EQUIPMENT	10	
	5.8	MINIMUM CARE, COSMETIC CARE, EMBALMING CARE AND		
		RESTORATION OF THE BODY OF THE DECEASED	11	
	5.9	VIEWING AND PRESENTATION OF THE DECEASED OR THE CREMAINS	12	
	5.10	CREMATION	13	
	5.11	FUNERAL AND COMMEMORATIVE CELEBRATION	14	
	5.12	INTERMENT AND PLACING IN A CRYPT	15	
	5.13	DISPOSAL OF THE DECEASED'S CREMAINS	15	
	5.14	SUPPORT AND FOLLOW-UP WITH THE DECEASED'S FAMILY	15	
	5.15	SERVICES, PRODUCTS AND SUPPLIES OFFERED TO CUSTOMERS	15	
	5.16	CONTRACT AND INVOICE DOCUMENTS	16	
	5.17	MEASUREMENT OF CUSTOMER SATISFACTION	17	
	5.18	COMPLAINT HANDLING	17	
	5.19	ADVERTISING	18	
6	HUMA	AN RESOURCES	18	
	6.1	HUMAN RESOURCES PLANNING	18	
	6.2	DESCRIPTION OF POSITIONS AND TRAINING	18	
	6.3	TRAINING OF PERSONNEL IN CONTACT WITH CUSTOMERS	20	





7	SUPPLIERS	AND SUBCONTRACTORS	20
ANNEX	A —	MINIMUM CARE OF THE DECEASED	21
ANNEX	в —	REFLECTIVE GUIDELINES ON RITUALS	22
ANNEX	с —	EXAMPLE OF A QUALITY POLICY FOR FUNERAL SERVICE PROVIDERS	25
ANNEX	D —	CLAUSE 3 OF THE CODE OF ETHICS OF THE CORPORATION DES THANATOLOGUES DU QUÉBEC	26
ANNEX	Е —	ORGANIZATIONAL, PERSONAL AND PROFESSIONAL VALUES	28
TABLE E	E.1 —	ORGANIZATIONAL VALUES OF A FUNERAL SERVICE PROVIDER	28
TABLE E	E.2 —	PERSONAL AND PROFESSIONAL VALUES ESPOUSED BY MANAGEMENT AND PERSONNEL OF A FUNERAL SERVICE PROVIDER	30
ANNEX	F —	EXTRACT FROM A DOCUMENT EXPLAINING THE CANADIAN CODE OF ADVERTISING STANDARDS	32
ANNEX	G —	BIBLIOGRAPHY	33



PROFESSIONAL CUSTOMER SERVICE — FUNERAL SERVICE PROVIDERS

INTRODUCTION

This standard was developed to draw attention to the importance and professionalism of workers and funeral service providers in Québec. Their duties and responsibilities are sizeable. The goal is to ensure, through a consensual standard, a quality level of services and increased transparency in the performance of these services better to protect individuals involved by accompanying them during procedures so they may better cope with the bereavement process. To help you gain a better understanding of the reasons underlying the development of this standard, refer to Annex B presenting reflective guidelines on rituals.

1 <u>PURPOSE AND SCOPE</u>

This standard is intended to establish requirements related to the quality of customer service offered by funeral service providers.

When this service standard concerns management activities, such as the management of human resources, it deals only with aspects related to the quality of customer service.

This standard does not apply to businesses that sell products and supplies to funeral service providers.

This document was developed to serve as a reference document for conformity evaluation activities of specific services.

 $\mathsf{NOTE}-\mathsf{Conformity}$ evaluation is defined as the systematic examination of the extent to which a service fulfils specified requirements.

2 NORMATIVE REFERENCE

The reference below (including any amendment or errata) is a normative reference, and is therefore considered mandatory. It is essential to the understanding and use of this document, and is cited in appropriate places in the text.