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Forum Editor
The Straits Times

Engage CaseTrusted companies for funeral services

We refer to Mr Dave Phua Peng Hwee's letter, "Accreditation of funeral firms will help bereaved families" on 18 June 2013.

We agree with Mr Phua that there is a need to accredit funeral operators to raise standards and weed out fly-by-night operators or providers of low quality services.

We want to point out that CASE has in fact accredited three funeral operators - Mount Vernon Sanctuary Pte Ltd, Singapore Funeral Services and Union Casket - under the CaseTrust accreditation scheme. We are working with the Association of Funeral Directors (Singapore) and we hope to see more of its members accredited.

Under the CaseTrust accreditation scheme, businesses are audited under a set of well designed and comprehensive criteria, covering the aspects of payment collection procedure, communications and dispute resolution procedures, store policies and staff capabilities and training. For consumers, this is assurance that these businesses have good business integrity, consumer friendly practices, well-trained staff and well-maintained facilities.

CASE advises consumers to look into engaging CaseTrusted companies for funeral services, as they can be assured that consumers' rights will be protected.

Thank you.

Mr Lim Biow Chuan
President
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