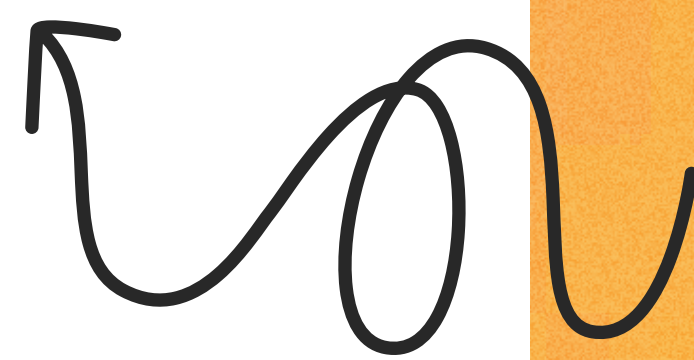


When Compassion and Technology Came Together to Help a Grieving Partner Reclaim Her Story

Location: Ocala, FL

Partner: Baldwin Brothers Funeral & Cremation Society

Broadcast Partner: WESH (NBC – Orlando)



chptr

When Tech Overwhelm Met Compassionate Support

Baldwin Brothers Funeral & Cremation Society has built its reputation on care that feels both professional and personal. When they introduced Chptr across their Central Florida locations, their goal was to give families more ways to feel seen, supported, and remembered, without making things more complicated for the people they serve.

That commitment came to life when Denise arrived at their Ocala location in distress. She wanted to create a tribute for her partner, Roger, but didn't know where to begin. She didn't have the tech skills to move photos into a folder, and every time someone tried to help—including a Staples employee—her selections were lost.

She broke down in frustration, overwhelmed and heartbroken.

Funeral Director John Ferguson recognized the moment and introduced her to Chptr as a way to lift the burden and help preserve her story.

“Every photo had meaning. We knew this wasn’t about making a video. It was about helping her tell her story without asking her to learn new tools or fight with her computer.”

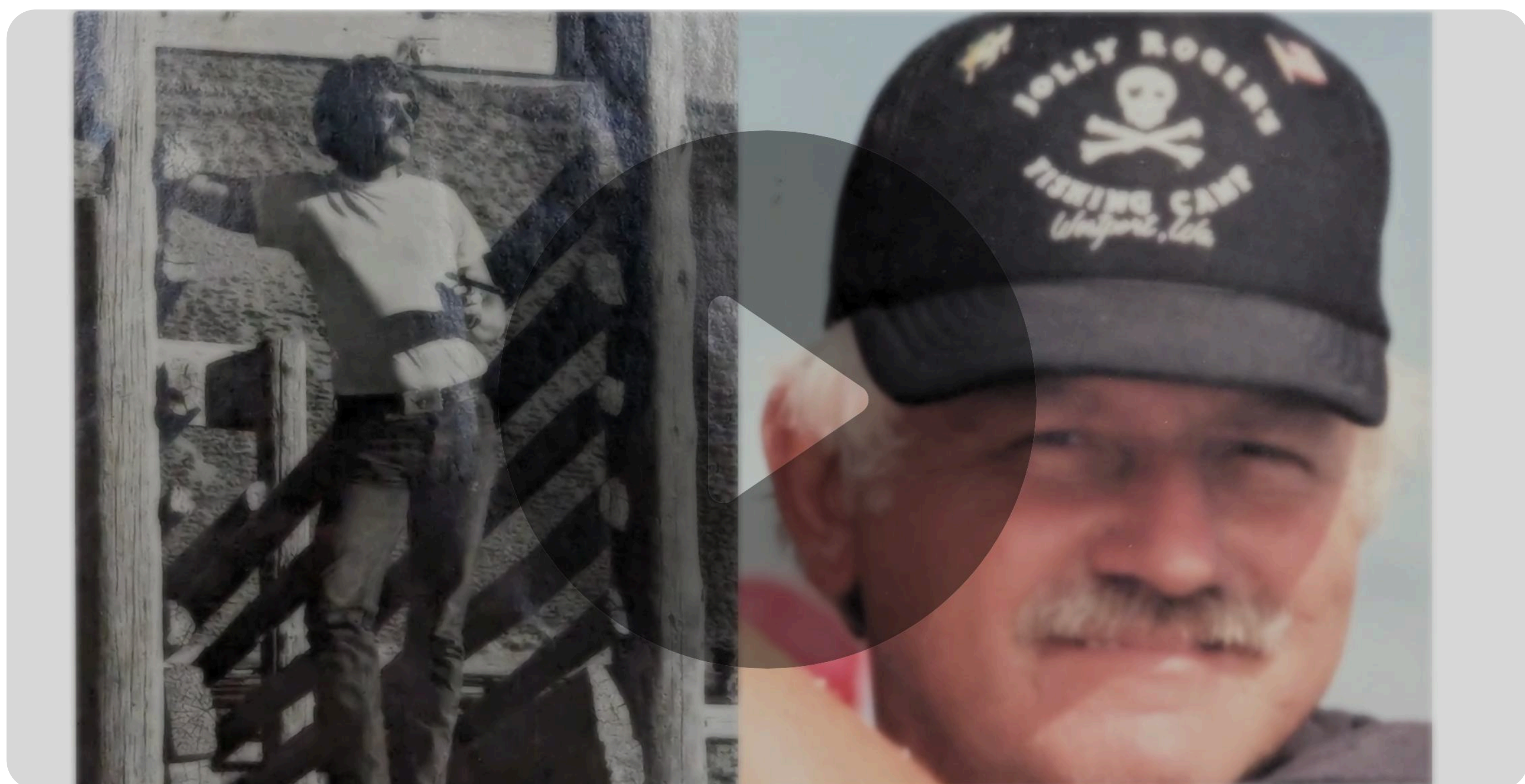
Chptr Team Member

White-Glove Support, When It Mattered Most

The Baldwin Brothers team connected Denise with Chptr's Customer Experience specialists. Over the course of a four-hour memory session, our team remotely accessed her computer, helped her sort through her photos one by one, and listened as she shared the life she had built with Roger.

The result was a broadcast-ready announcement and a second personal tribute she now returns to every day.

This video became Denise's daily touchpoint, and a reminder that her love story mattered.



[Watch the Tribute](#)

“As I watch it, I am reliving my life. I get to see my beautiful Jolly Roger's smile. This tells so much about our story, our love story, that it actually brings me back to when we were together. I can't tell you enough how you saved my story by making it come alive.”

Denise
Roger's Partner

Why It Matters

This wasn't just a success story about Chptr. It was a reflection of Baldwin Brothers' ability to listen, respond, and deliver care that goes beyond the expected. Their team recognized the emotional and technical weight of the moment and made the right introduction at the right time.

For the family, that made all the difference. And for the brand, it reinforced what families already believe. Baldwin Brothers leads with heart.

Why It Works for Funeral Homes

- Helps families who feel overwhelmed by technology
- Builds lasting relationships rooted in trust and emotional support
- Reinforces the funeral home's role as a guide, not just a provider
- Removes the burden of tribute creation from staff, with Chptr handling everything

Care That Extends Beyond the Service

Denise's story is one of thousands. It is a reminder that great funeral homes don't just handle arrangements. They remove obstacles, reduce stress, and change how people remember.

Baldwin Brothers didn't just help Denise make a tribute. They gave her back her story and a way to relive it with peace and pride.

Want to support families in a deeper way?

Reach out to our partner success team at sales@chptr.com to learn how broadcast announcements and memory sessions can elevate your care and strengthen your brand.