MEMORIES BY AVBOB

FAQs

Memories
we are here for you

www.avbobmemories.co.za

Memories by AVBOB

Download on the App Store
Memories by **AVBOB**

GET IT ON Google Play
Memories by **AVBOB**

AVBOB

We're here for you®

Since 1918

MEMORIES MULTI-CHANNEL DIGITAL PLATFORM POSSIBLE FAQS

1. Where can I download the AVBOB *Memories* service?

'*Memories* by **AVBOB**' is available to all **AVBOB** Funeral Service customers.

An invitation, containing a personalised web application link, will be sent by SMS to the person coordinating the funeral arrangements (funeral coordinator). The funeral coordinator activates and sets up the digital memorial service via the web application. The coordinator can continue using the web application or if preferred he/she can download the mobile application from the Google Play Store or Apple iStore by selecting the download links shown in the web application. The mobile application allows for easy selection of contacts and photographs from the coordinator's phone.

Once the digital memorial is setup, the funeral coordinator can activate invitations from within the *Memories* by **AVBOB** platform to family and friends asking them to contribute/participate in compiling their loved one's life story. Contributors will receive these invitations via SMS, containing a link for them to upload their content through the *Memories* web application or personalised USSD.

2. What does AVBOB *Memories* do?

AVBOB *Memories* online memorial service, allows an **AVBOB** Funeral Service customer to create a digital Life Story video for their loved one who has passed, and this can be downloaded and kept as a cherished keepsake.

The coordinator can invite family and friends to participate by sharing their photographs and messages. The funeral service details are also added to the online memorial to keep everyone informed.

3. Who is responsible for approving content on AVBOB *Memories*?

The person coordinating the funeral is allocated the function of coordinator in **AVBOB** *Memories.* He/she can ask others to assist by adding them as coordinators. All the photographs and messages uploaded by family and friends are approved by the coordinator/s before being included in the Life Story.

4. How many contributors can participate on the platform?

The coordinator may invite as many family and friends to participate as they wish. There is no limit. The more people participating - the more content will be included in the Life Story.

5. I do not have a smartphone, can I still be a contributor?

Yes, contributors who do not have access to the web on their mobile phone, can add their messages through a personalised USSD link.

6. Can I upload videos as a contributor?

At this time only photographs and messages can be uploaded to create the **AVBOB** *Memories* Digital Life Story. Videos cannot be uploaded.

7. What is the maximum number of characters I can submit for text contributions?

Text messages uploaded through the web application can be up to 500 characters long (including spaces). Messages uploaded through the USSD should be less than 160 characters (including spaces).

8. What happens to the uploaded content once the funeral has happened?

When the Life Story video (end product) is finalised and downloaded the content is kept on the application for 90 days.

9. Can I participate anonymously as a contributor?

No, only invited contributors can participate. Their names are uploaded by the coordinator when they are invited.

10. Can contributors download the end product once it has been assembled?

Only the coordinator/s can download the Life Story video and then they are free to share it on social media or with friends and family.

11. How long before the funeral should the contributions be finalised?

- The coordinator needs to approve all content before the Life Story video can be generated. This can take between 5 to 20 minutes depending on the number of contributions and the size of the images used.

- If the family would like to use the Life Story video at the funeral, it is recommended that contributions be finalised the day before to allow the coordinator sufficient time to finalise the Life Story.

12. Does using AVBOB *Memories* use data?

Yes, the **AVBOB** *Memories* web application and mobile application uses data when content is being uploaded or viewed.

13. Is there a cost to using AVBOB *Memories*?

AVBOB *Memories* is a free product to **AVBOB** Funeral Service customers. However, engagement with the platform is charged at cellular data rates and the USSD is charged at 20 cents per 20 seconds.

14. Do I need to conduct the funeral through AVBOB in order to gain access to the *Memories*?

Yes, **AVBOB** *Memories* online digital memorial service is only available to **AVBOB** Funeral Service customers.

15. Do I have to have an AVBOB Funeral/any other policy to gain access to the *Memories* platform

It is not a requirement to have an **AVBOB** policy to be able to use A**VBOB** *Memories*. The only requirement is that the funeral service is being conducted by **AVBOB** Funeral Service.

16. In what format is the Life Story from AVBOB *Memories* downloaded?

The loved one's Life Story is downloaded as an MP4 video file.

17. What type of SMS's can clients and contributors expect to receive?

SMS	Copy
1. Event Initiator URL Invite	Good day, welcome to AVBOB MEMORIES, where the life of <DECEASED NAME> can be celebrated. Please go to <URL> to continue.
2. Event Initiator OTP for Activation	Enter OTP <Number> to activate AVBOB MEMORIES for <DECEASED NAME>.
3. Event Initiator Welcome	Thank you for activating AVBOB MEMORIES for <DECEASED NAME>. Please go to <URL> to invite friends and family to participate.
4. Contributor URL Invite	Good day, you have been invited by <COORDINATOR NAME> to celebrate the life of <DECEASED NAME> on AVBOB MEMORIES. Please go to <URL> or dial *120*102*<Code># to continue.
5. Contributor OTP	Enter OTP <Number> to complete your registration on AVBOB MEMORIES for <DECEASED NAME>.
6. Contributor Welcome	Thank you for registering on AVBOB MEMORIES for <DECEASED NAME>. Please go to <URL> or dial *120*102*<Code># to contribute to the life story.
7. Reset Password OTP	Enter OTP <Number> to reset your password on AVBOB MEMORIES
8. Password Reset Notification	Your password reset on AVBOB MEMORIES was successful
9. Ad-Hoc OTP	Enter OTP <Number> as your password to login to AVBOB MEMORIES

18. Is AVBOB *Memories* available in different languages?

At this time **AVBOB** *Memories* is only available in English. However, personalised messages contributed to the Life Story can be uploaded in any language.

19. What are the different measures taken to protect the privacy of the content shared by contributors?

- **AVBOB** *Memories* is a personalised service to **AVBOB** Funeral Service customers.

- Each memorial is managed independently and is only accessible by the specific participants invited to that memorial. It is thus not visible to other users of the service involved in a different memorial.

- Co-ordinators are required to log in to the service using the cell phone number registered on the Funeral Service order. The co-ordinator will be required to verify his/her cell phone number through one-time pin authentication.

- Co-ordinators invite family and friends to participate. They also need to verify their cell phone number through one-time-pin authentication.

- Once the cell phone number is verified, the user is able to setup their own personal password to continue accessing the service for as long as the Life Story is open for contributions.

- Family and friends can nominate extended family and friends to participate. Each participant is verified by the coordinator/s before they can participate in the online digital service.

- Only the coordinator/s are able to download the content for the Life Story video.