

AESTHETIC COACH

ATTRACT | NURTURE | CONVERT

THE ULTIMATE CLIENT EXPERIENCE GUIDE

WHAT IS "CLIENT EXPERIENCE" (CX) AND WHY IS IT SO IMPORTANT?

There are two key reasons why client experience is imperative to the long-time sustainability of your medical or beauty business.

The difference between a one-off client and a lifelong client is in the experience you provide.

- A high-volume low-cost clinic can sell a service alone.
- A low-volume clinic selling services with a high price point needs to sell value: value = experience.

Let us map out your client's journey!

YOUR CLIENTS JOURNEY



1. AWARENESS



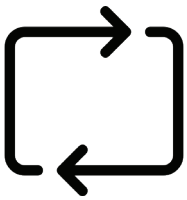
2. ENGAGEMENT



3. TREATMENT OR PROCEDURE



4. FOLLOW UP CALL/TEXT



5. REPEAT BUSINESS



6. WORD OF MOUTH



STEP ONE: WHERE TO START

Your client's journey begins at the point of their first interaction with your clinic – usually via one of your many touchpoints:

- Social Media
- Website
- Directory
- Article or Mainstream media (PR)
- Word of Mouth.
- Advertising
- Conferences/events/workshops

The majority of clients won't contact your clinic until they have had 1-20 interactions via your touch-points. (Clients who contact your clinic after just one touch point are most likely to have received a personal recommendation from a close friend or family member.)

Many reputable marketing companies believe you need 5 to 20 touch-points to generate a sale – typically the most expensive (and most invasive?) products/services require more touchpoints than more affordable (less invasive) options. For instance, a client considering an abdominoplasty will spend more time researching clinics, practitioners and costs than a client considering a deluxe facial.

STEP TWO: IMPRESSIONS

It only takes seven seconds to make a first impression on another human being, according to a Harvard University study. When we meet people for the first time, we make quick decisions about them based on their eye contact, appearance, handshake, and verbal and nonverbal cues. The same is true for your organisation. New clients, employees, sales reps and external contractors quickly decide whether they want to stay at your clinic, promote your clinic and/or work with your clinic. How can you make your first impression better? Implement the simple but effective strategies below to ensure your clinic meets, or exceeds, expectations:

1. **Listen to your client's questions and ask questions.** Sometimes the simplest questions are the most powerful: What's working? What's not? Most importanty, listen deeply to what your client is saying, thinking, and feeling.

2. **Seek insights by discovering your client's wants, needs, and behaviours, and creating something of value for them.** An insight is an unmet need. Insights allow you to brainstorm potential solutions that wilL meet your client's needs and increases the likelihood that it will be successful.

3. **Develop deep empathy for new clients almost instantly by adopting effective observation, interviewing and listening skills**. These will help you discover what your new client is thinking about the procedure as well as their hopes and fears. You will understand the high points and low points from their perspective (not yours).

4. **Create a memorable experience.** Once you've invested the time in getting to know your client, you can design an experience tailored to meet their specific needs. When designing that experience, you will also be able to identify the most important touchpoints in their client journey. Your client's experience of your clinic is more than just the functional procedure/treatment you provide. By simply taking the time to answer questions such as, 'How will the new client enter this experience?', 'How will they engage with this experience?' and 'How will they exit the experience?' you will be able to identify their preferences and document them for the team so you can all meet their needs perfectly. For example, Client A may value discretion, privacy and an intimate experience while Client B may wish to document their experience on Instagram, bring a friend along and chat to everyone in the clinic. A clinic that really listens to its clients will be able to meet the needs, and even exceed the expectations, of both.

STEP THREE: PROCEDURE OR TREATMENT DAY

The initial treatment will form the foundation of your entire client-clinic relationship. Will you wow the client or will you be a bit too much or will your client be a little unsure and only concerned with price-point? I have a couple of examples which articulate the importance of the first consultation, procedure, or treatment.

Staying in touch vs Stalking:

The consultation is like a first date but some clinics make the mistake of 'stalking' their clients with texts, emails and calls before/ afterwards. I received feedback from a patient who sent one online inquiry for liposuction and as a result received 15 phone calls, eight emails and multiple text messages over a three week period. Her initial perception of the clinic had been that the doctor was very experienced and busy. However after making contact, she now perceives the doctor as "desperate for work". Although all the the communication by the clinic was well intended it clearly had a negative effect.



Overpromising - Underdelivering:

It's been said a 1000 times before but you should never promise what you can't deliver. A PR company contacted me and asked me to participate in a six-week weight loss journey with a reputable company. I was excited and jumped at the opportunity, I couldn't believe my luck. At my initial consultation I was expecting an introduction, to be weighed, and to start my journey. I took a photographer as I had agreed to take images for social media. At my consult I was so excited and listening to every word the consultant said until she asked which package I would be choosing. I was confused and explained I had been selected to complete a journey for PR. I was going to be interviewed on a morning show on completion and share my experience via social media. She was confused but still went on to explain the pricing options. I was embarrassed at this point. My colleague and I again explained why we were there and even showed her the email we had received from her company's head office. She ended the consultation immediately, tried to call her manager and informed me she would contact me tomorrow after speaking to the manager.





Overpromising - Underdelivering:

I left embarrassed, confused, and shocked. The consultation went from being friendly, informative, and bubbly to cold, harsh, and dismissive. The following day I received a call from the manager who apologised and said I could come in to pick up my 'starter pack'. I went in and received no benchmark photos and no explanation on how to use the products. I was also told I needed to go back to my car to get a bag or buy a disposable bag to carry the products in. A few days alter the PR person contacted me for my initial images and feedback. I was so upset I told he I would not be promoting the business; I could not complete the course even if it was free as I had been treated like some sort of beggar/scammer wanting a free meal.
Both of the examples above demonstrate the importance of communication and how things can go from yay to nay very quickly if you don't have systems in place to meet, and exceed, client expectations. It isn't always easy to make every client feel special but if you follow a few simple principles you will be well on the way to wowing everyone who walks through your doors.

1. Always listen first
2. Ensure clients feel heard by repeating their concerns
3. Empathise by validating the client's concerns
4. Do not talk about yourself or make it about you
5. Ask relevant questions and document the responses



STEP FOUR: POST-PROCEDURE PHONE CALL

The next step of the journey is post-treatment or procedure.

- How is your client feeling?
- What is your follow-up process?
- Is the client likely to refer other clients or share their results on social media?
- What is the lifetime value of this client?
- Are they a one-off client or a new VIP?
- Did the client have any feedback?
- Have you documented your clients preferred contact method (text/email/call)?
- Did the client agree to join your database?
- Have you documented how the client discovered your clinic?

STEP FIVE: STRATEGY=SALES

Will you ever see the new client's face again? The simple truth is that the client will only come back and become a regular client if they like you/your staff, your clinic and the service you provided. They will not come back if they were not happy with the you/your staff, your clinic or the service you provided.

It is therefore imperative that you welcome every new client to your client with exceptional service as repeat clients are the key to your clinic's success – not only do they purchase more products and services than new clients, they tend to purchase your more expensive products and services too. If you require any proof that repeat clients are the key to your clinic's success, here are the stats:

- A commitment to customer experience results in up to 25% more customer retention and revenue than sales or marketing initiatives.
  Sources; Gartner Group and 'Leading on the Edge of Chaos', Emmett C. Murphy and Mark A. Murphy
- A five percent increase in customer retention can increase business profits by 25-125%
  Sources; Gartner Group and 'Leading on the Edge of Chaos', Emmett C. Murphy and Mark A. Murphy
- 80% of your future profits will come from just 20 percent of your existing customers
  Sources; Gartner Group and 'Leading on the Edge of Chaos', Emmett C. Murphy and Mark A. Murphy
- 80% of companies believe they deliver a superior customer experience, but only 8% of their customers agree.
  Source: Bain & Company from Harvard Management





STEP SIX: QUALITY IMPROVEMENT

The savviest practice managers, business owners and marketers know that clients' wants and expectations are constantly changing. The client's journey that worked successfully for your clinic when you implemented it three years ago may no longer be getting the results you want – and you may not know why.

Ongoing quality improvement in your clinic's client journey requires unbiased, non-incentivised feedback (from your clients)and then the appropriate action to improve any flaws or weaknesses (from you and your staff).

This simple strategy will result in a higher client retention rate and turnover for your clinic by increasing each of your client's lifetime value.

If you would like to book a strategy session to discuss how you can improve your clinic's client experience with a quality improvement process please contact us.

CLIENT EXPERIENCE BRAINSTORM

TOUCHPOINTS

CONTACT METHODS

INITAL CONSULT/TREATMENT PROCESS

STRATEGY & FEEDBACK PROCESS

CURRENT CLIENT RETENTION (%) BASELINE & GOALS (KPI'S)

CLIENT EXPERIENCE CHECKLIST

WORK SMARTER NOT HARDER

- [ ] All touchpoints are managed internally & checked regularly.
- [ ] All staff have been briefed and trained on the CX processes.
- [ ] Clients are nurtured from initial engagement
- [ ] Strategies are created & reviewed for existing clients
- [ ] Create follow-up pathways
- [ ] Increase touchpoints with authentic content
- [ ] Increase engagement across internal and external engagement.
- [ ] Set KPIs eg, 20 percent increase in engagement across three months
- [ ] Review staff morale
- [ ] Review client retention with staff every month
- [ ] Implement staff feedback processes
- [ ] Implement client feedback pathways
- [ ] Review feedback from staff and clients
- [ ] Implement strategies based on data
- [ ] Implement rewards and showcase positive feedback, while creating constructive review processes for negative feedback.

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