



# THE NUMBER ONE REASON CLIENTS LEAVE AND WHAT YOU CAN DO ABOUT IT

PLUS

THE TOP FIVE CUSTOMER RETENTION TACTICS  
YOU CAN USE IN YOUR BUSINESS RIGHT NOW

BY  
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# LOSING CLIENTS IS THE NUMBER ONE SOURCE OF FINANCIAL AND OPPORTUNITY LOSS FOR SMALL BUSINESSES

## Demand Drives Supply in a Service Business

Your appointment book is full and you have a wait list of clients. Your occupancy levels are stable and you've optimised your white space periods. So why are your profits in decline?

## Not All Demand Is Created Equal: Make This One Mistake in Your Business and It Will Prove Fatal to Your Very Survival

As a service business owner, having a constant supply of clients is the core of your business. The very existence of your business is subject to the laws of supply and demand. If there is a steady rate of demand for your services, you have a commercially viable business. It is reasonable to assume that if a certain level of occupancy can be achieved, the business is sound. But this is not always so because all clients are not created equal. Read on to find out more...

## Not All Clients Are Created Equal

New clients who came to your business as a result of paid advertising are worth less than organic clients because they spend half as much on the first transaction and are much less likely to return. This is especially so if they responded to a promotional offer for 'new clients' as it is highly likely they are using your service based only on price. It costs 6 – 7 times more to acquire a new client than it does to retain an existing one, making new clients expensive and less profitable for your business.

## For Some, Price is the Only Consideration

This type of client buys on price rather than on value; they are less satisfied with the service they receive and make value judgements about their experience based only on how much the service costs against how much they paid. 'How much can I get for my money' is their mantra and, although it may look like a sound business move because of the volume of sales receipts brought in over the short term, this strategy is devastating to business over the long term. It erodes the value out from the very core of the business, putting it in to an almost impossible situation to pull back from for the small business owner.

## You May Be Attracting This Type of Client Without Realising

Many salons inadvertently reinforce their ability to attract this type of client and then keep them coming back by sending more promotional offers as a follow up to the initial transaction. The discounting entices the wrong type of clients to return, which further reduces the amount of value they bring in to the business. When analysing your new client acquisition costs against their sales receipts, you may find that your margins are very small or, in some cases, that you are only at breakeven meaning profitability can only be gained by maintaining the relationship with this type of client. Although a flood of new paying clients might seem like a very attractive option short-term, once you slip in to this vicious cycle, it is very hard to break but easy to get in to.

Many of those offers are sent via email, which is the least valued form of communication in the client-business relationship. Although it is cheap, easy and accessible, it will put many of your long-term cherished customers off, further pushing your reliance on the coupon-client, who only books when there is an offer. Your hand will be forced and you will wonder how you ever got here?

## NEW CLIENTS AND LONG-TERM CHERISHED CLIENTS

### COMPARISON TABLE

<b>NEW CLIENTS</b>	<b>LONG-TERM CHERISHED CLIENTS</b>
<p>Makes value judgements based on 'value for money', this type of client is also known as a <b>TRANSACTION BUYER</b></p>	<p>Makes value judgements based on 'trust' – this type of client is also known as a <b>RELATIONSHIP BUYER</b></p>
<p>Gained as a result of paid advertising</p>	<p>New clients gained through organic means</p>
<p>'Paid for' clients responded to a paid advertisement offer redeemable for 'new clients'</p>	<p>'Organic' clients came to you because they were referred by a friend, colleague or trusted source, or they pro-actively found you because you have exactly what they are looking for. Either way, you did not 'pay' for them.</p>
<p>Client more likely to arrive late and be less satisfied with experience</p>	<p>They are much more likely to be satisfied with their experience and pro-actively build relationships with the people within your organisation</p>
<p>Return more likely with follow-up promotional offer</p>	<p>They will book the services they want with regularity, irrespective of offers, because it is of greater value to them to receive a reliable, professional service from a trustworthy source than it is to get something cheaper.</p>
<p>Less likely to refer others</p>	<p>Once they have established their relationship with you, they become a self-motivated brand ambassador and your greatest source of new clients. They love to introduce their friends and family and nothing pleases them more than when that person has used your service and is equally as happy with it as they are</p>

<p>Less likely to give positive feedback and leave good reviews</p>	<p>They will not only give positive feedback, they will go out of their way to leave glowing testimonials and write good reviews, which they voluntarily promote to their friends, their network and via social media to a much wider audience</p>
<p>Only a 5 – 20% chance of returning</p>	<p>Likelihood of returning increases to 60-70% and with each visit, they spend more and across more categories</p>
<p>Price shopper who spends where the best offers are</p>	<p>They will never price shop you, they won't quibble about price and would never dream of going anywhere else because of a cheaper offer</p>
<p>Make up 50% - 80% of client base</p>	<p>Make up 20% of client base</p>
<p>The higher the percentage of this type of client in your business, more long-term clients will go elsewhere</p>	<p>The higher the percentage of this type of client in your business, more transaction buyers will go elsewhere</p>
<p>High cost of servicing these client relationships – sometimes outweighs the value the client brings in to your business</p>	<p>Low cost of servicing these client relationships – they bring much more value in to your business than it costs to keep them in your business</p>
<p>Sales revenues and demand for services are impossible to predict with this type of client, which means that your teams must react to achieving sales targets. You will never know if you're going to reach them until after the final tally which makes for a disruptive business environment and challenging resource and rota planning, as you'll have no idea what demand is likely to be until it is happening</p>	<p>Sales revenues and demand for services become predictable with this type of client. Sales targets can be planned for in advance with a high degree of certainty that they will be achieved and the flow of business is steady, smooth and not disrupted – making resource planning much easier</p>

<p>Transaction Buyers can be converted in to Relationship Buyers over time, it takes between 6 – 18 months and requires absolute consistency and discipline in marketing and customer relationship management</p>	<p>Relationship Buyers can be converted in to Transaction Buyers very quickly, taking less than 90 days to go from a long-term, high-value client to a price-comparison, offer-hungry customer. Created inadvertently by sending offer after offer, thereby ‘training’ your relationship buyers to make buying/booking decisions only when there is an offer</p>
<p>Transaction buyers are easy-come, easy-go; once you find yourself caught in the ‘transaction buyer’ zone losses are easily replaced</p>	<p>Once you lose a cherished client, they are difficult to replace and will take time and investment to ‘grow’ other client relationships to replace the loss of one</p>
<p>Transaction buyers are in plentiful supply, are easy to reach and respond to ‘free’ social media promotional posts</p>	<p>Relationship buyers are in the minority; they are hard to find and it will take time and investment to develop trust in the relationship</p>
<p>The job of your Customer Relationship Management is to migrate these buyers up or out of your business as quickly as possible</p>	<p>The job of your Customer Relationship Management is to build the relationship with these buyers through continued, consistent and personalised relationship marketing, direct marketing and by any other means available</p>



## THE KEY TO STABILITY AND SUSTAINABILITY IS CLIENT RETENTION

*Around 80% of customers that leave your business because they don't feel cared for. They perceive indifference on your part and this is entirely preventable.*

### You Weren't Aware of Any Problems During Their Last Visit, So Why is That?

All businesses lose a percentage of their client base each year, making the need for a fresh supply of customers not only necessary for growth, but also just to keep the numbers on par. The rate of client attrition varies by a wide margin and can range from 15 – 90% a year. Some business models are based on achieving a high attrition rate but that is not the case within our industry, where stability equals profitability.

Businesses with a high attrition rate are normally less profitable and those profits are much more subjective to economic trends and cycles than those with a higher retention rate. The slightest wobble in consumer confidence can send their sales revenues tumbling because the disposable income available to the transaction buyer for monthly discretionary spend (salon/spa/beauty fall in to this spend category) is also highly subjective to economic trends.

The lowest attrition rate a business can achieve is around the 12% mark and this is explained through the two types of attrition: 'voluntary', when a client makes a conscious decision not to return because they are dissatisfied and 'involuntary', where the decision to leave was outside of the service experience. Voluntary attrition explains why client attrition can average no lower than 12% however only voluntary attrition numbers are included when measuring client retention rates.

## Small Increments Add Up To Big Numbers

Studies have found that more than 70% of buying decisions are based on how the customer feels because of the way they feel they are being treated. They found that 55% of customers are willing to pay extra to guarantee a better service which means your clients are looking for higher levels of service than they currently receive and will go somewhere else for the experience they believe they deserve, irrespective of price. Investing in the client-business relationship to deliver a sublime customer experience will pay dividends now and long in to the future.

## It Takes Twelve Positive Experiences to Make Up for One Mistake

Things will go wrong, as they inadvertently do from time to time within a service environment. It is not the service failing or the outcome of the customer complaint that pushes a client to leave, it is the way they feel they have been treated that pushes them to make the decision to take their custom elsewhere. Research in to consumer behaviour shows that it takes 12 positive experiences to make up for one unresolved negative experience. When a customer is unhappy and has raised the issue with you, this doesn't mean the end of a good client relationship. Even when the outcome isn't to their complete satisfaction; if they feel you have been sincere in trying to resolve it and have their best interests at heart. They will remain a customer but it will take many more positive experiences before they forgive and forget about the negative one.

## Summary: Your Business Has Transaction Buyers Because:

- You attracted them
- Paid for them
- Supplemented their services through promotional discounting
- Kept them coming back with more follow-up promotions



## Resulting in...

- Loss of Relationship Buyers
- Loss of good business over time
- High cost of replacement
- Your business is more susceptible to poor reviews and influence
- Loss of referral business
- Replacing high value customers with paid for customers of lower value
- Higher percentage of transaction buyers making up your client base
- An immediate lowering in the Customer Lifetime Value (CLV) and long-term decline
- Diversion of budget
- Reactive practices
- Unpredictable demand for and allocation of resources
- Low staff morale resulting in higher staff turnover
- Loss of inherent value in business (in respect of exit strategy or sale of business)
- Severe reduction in available capital for re-investment in the business, staffing, talent retention and professional development, new equipment and technology
- Loss of market leader position

Loyalty is based on Trust – to become the 'Most Trusted' is to achieve the premier leadership position within your area, niche, sector or industry.

# Five Simple but Highly Effective Client Retention Tactics You Can Use in Your Business Right Now

## No. 1

### Real Growth Only Happens Once You Stop Bleeding Clients

#### Trust & Communication

Businesses who invest the most in the relationship will win the best clients. There was a time when you could get a new client for pennies. In the early days of social media, getting a new client was as easy as placing a simple click-through online advertisement and hey presto, a stampede of new clients would flood your business. Many businesses abused those forums and rinsed the clients for what they could get, which has made it a lot harder for businesses of real value to secure new clients of value through social media and other online sources.

#### Client Communication Trains Your Clients How You Expect Them to Behave

These days, the more you spend in acquiring a new customer, the more your profits will rise, along with long-term stability and sustainability. Those who invest the most to get a new client and maintain the relationship will win the race. Once you get that new client, it's important to communicate those same brand values in the way in which you communicate directly with them. Client behaviour is influenced by the way in which you communicate with them; use the wrong communication at the wrong time and that behaviour is quite easily converted in to the type of 'value for money' client that will strip your business of goodwill and profits.

## Do It Better Than Anyone Else

Whatever you do, always endeavour to do it better than anyone else. Never follow, always lead by innovation. Send a printed letter to a client's home address when everyone else is emailing. Create a sublime customer journey from start to finish. Always commit to delivering the best and not the 'most value for money'. Build a personal relationship with your best clients that is sincere and authentic.

## Two Basic Foundation Pieces of Good Client Marketing

Start with one of the most basic forms of trust-building, regular communication that the client perceives to be of high value. You can do this in two ways:

1. CRM/Marketing Calendar
2. Client Newsletter

### Basic CRM Calendar

- Prepare a special surprise to celebrate your clients' birthdays.
- Send it out via a custom-designed and personalised printed birthday card a few days before their birthday.
- Recognise and thank them for their loyalty, let them know how much their loyalty means to you and make them feel special with an outstanding birthday offer that has a very short time redemption.
- Do the same for other special occasions such as anniversaries and milestones, as well as seasonal events and holidays.

Be creative and avoid discounts like the plague. Offers are fine, but remember that this client bases their buying decisions on value not price. If you only send them discounts, you're effectively training them to become a discount shopper who only buys when there is an offer.

## Client Newsletter

Create a simple newsletter for your clients each month that contains content which is interesting to your client. Never promote special offers or attempt to sell through the client newsletter, this is a client relationship building tool and not a selling platform. Selling through your client newsletter works to undermine your efforts to build a relationship of trust and will train the relationship buyer to become price sensitive.

### What Should I Talk About - How Long Should It Be?

The newsletter can be quite simple if you are short on resources, 4 – 8 pages long, or up to 15 – 20 pages if you are a larger organisation and have abundant resources to handle this. Alternatively, you can outsource this to a newsletter producing third-party. A5 is the best size for people to handle when reading; use 2 x A4 sheets folded to give you 8 pages of content. Use the 8 pages like this: front cover for branding, a main image, headlines and what they will find inside. Inside front cover are good for client testimonials and reviews. The other pages can be used for quizzes, a seasonal recipe, local or trade diary of notable dates and events, feature page on one of your customers or clients and what they do, add in a word find or Sudoku and articles relevant to your business: hair, scalp health, stress management, skincare etc. Retain the back cover to promote an event or talk about something interesting that you and your team are involved in; a charity walk or conservation for example.

Fill the newsletter with personal interest stories and to introduce your staff to the clients in a much more personable way, thus expanding their regard of that person outside the context of someone who serves them. This tactic only works if you can commit to producing it and sending it to the whole of your client base every month, with response rates dropping off steeply when only done less frequently, quarterly for example.

## Benefits - Results

Client newsletters and other direct communication of a non-selling nature have been shown to have a measurable increase retention rates. A 2% increase in customer retention has same effect as decreasing costs by 10% which is headline news if you are COGS/cost-control driven business. To look at it another way, reducing customer defection by just 5% can increase profits by 5 – 95%, which is the way to go if you are a relationship-driven business and mostly have organic clients in your customer base. Taking this approach to client retention has been shown to double or even triple your business every 90-days.

## No. 2

### One Transaction Wonders – The Danger of New Client Relationships

#### Make Sure Your New Customer Doesn't Become a One Transaction Wonder

You did the work and won the new client, they have been in for their first service and seemed happy when they left. But they never came back, leaving you scratching your head as to what happened. Operating within the ever-more competitive wellness and beauty industry, along with rising business costs leads to higher expectations in sales.

The current spa and salon culture is focused on managing the achievement of sales targets through operations; that it is to say it is down to the front desk, spa therapist and spa manager to have the greatest influence on sales receipts, instead of through strategic planning, marketing and CRM as part of that. There is too strong a focus on day-to-day column management of moving clients around to minimise white space, whilst managing allocation of staff by the hour. Service staff are also tasked with upselling, cross-selling and retailing at the front desk directly with the client, and this becomes the agenda for relationship building.

## Bringing in A Flood of Transaction Buyers Makes for A Chaotic and Reactive Service Environment

This approach creates chaos at the front desk and introduces unnecessary pressure to all client relationships. When someone feels they are being sold to, they will become immediately resistant to what is on offer, even if it is in their best interests. The post-treatment steps that service and front desk personnel are instructed to follow require them to focus their time and energy on many tasks that may or may not produce the desired result, leading to frustration all round.

### But...People Love to Buy Because It Makes Them Feel Good

That said, people love to buy and will buy regardless because it makes them feel good. Better they spend with you than somewhere else. Client retention is also affected by purchase frequency and type; clients who buy products as well as services are twice as likely to return and become a long-term cherished client than those that only buy services. Although this seems to contradict what has already been discussed, read on to discover the reason why those that buy, stay...

### Buyers Are Stayers

The clients that you have the best relationship with are the clients that stay with you for longer, they also spend more frequently and across more categories than your average clients. The value of a relationship is directly related to trust and when they buy a product from you based on your professional recommendation, their purchase demonstrates their trust in you.

### Everything Comes Back to Trust

How you behave when you are with your client is important, the conversations you have and how you work. If you talk about something relevant such as their skin, hair, weight management etc, you are demonstrating your professionalism, your knowledge and that you are there to serve the best interests of the client. The time they spend with you is not only relaxing, but enlightening, enriching

and of lasting value because it helps them to look better and feel better about themselves. When it comes to making a prescriptive recommendation for home care, they are going to listen and take that recommendation seriously. Conversely, indulge in chit chat about the weather, the latest soap opera storyline or other non-related topics during their treatment and they will see you in a very different light. Demonstrate your knowledge and gain their trust.

## Retail for Better Business and Better Clients

Customer purchase is a two-way street, not only is it good for them but it is also good for you and your business. Those that buy from you are signalling they are of higher value as a customer than someone who only uses services. The customer that buys home care will always return regularly, recommend others and book what they want when they need it, not because it's on offer. Have a look at your customer records now, I'll bet the ones that have a history of purchase are those you consider to be your best clients, your model clients that you wish every client could be like. 'If only they could all be like that client,' you say...there are no official statistics from recent years to reference, but studies over time have shown this to be true and may influence the client to return by up to 70%.

# No. 3

## Choreographing the Entire Customer Journey

### The Experience the Customer Has in Being Your Customer

We are all buyers and sellers in real-life, and so everyone can relate to being on the receiving end of a bad customer experience that influences your decision on whether you will use that company again. Whilst a service failure is easy to identify and resolve, sometimes a company policy can leave you in the cold. When we think about the customer experience we tend to think in terms only of the client

receiving the deliverable part of that experience – the service itself. The forgotten part of the journey can be just as influential as the service delivery.

## On-Boarding

How the client finds you and first connects with you. The reviews, testimonials and other material they will come across before making the decision to get in touch. Which channel they contact you through, what then happens during the conversion to produce a booking, how that booking is secured, new client registration, compliance and on-boarding. What happens when the client arrives at your premises, how long do they have to wait before they are attended to, where they wait for their treatment, the state of the bathrooms, how they are greeted by the therapist and the service itself. What happens with payment and re-booking, what about permission to market to the new client? Who do they speak to after the appointment, how did the visit make them feel, were there any problems post-treatment, how was this resolved, what advice did they receive, did anyone follow up with them and those they shared the experience with. This whole process is known as on-boarding and it defines the experience a person has in becoming your customer for the first time. Some companies celebrate this more by offering a branded welcome box containing products and information. Others define it by the steps taken at each point along that journey.

## Use Influence to Your Advantage

With the advent and proliferation of online review sites and social media, negative experiences tend to get heard, seen and shared many more times than positive ones. This is because a negative experience arouses stronger emotions and therefore carries much more weight than a good review. We've all been there, when planning to go somewhere new, the first thing you do is read up on user reviews and testimonials to see what people are saying. If you read 8 positive reviews and 2 negative reviews, it is these which carry the most weight and have the greatest influence on your decision to make the booking, especially where the negative feedback mentions similar issues. It is seen by an audience of thousands and so is an important element of creating and refining your whole customer journey because left to chance, such things can be a great detractor from your brand values.



## What to Do Next

- Map out your ideal customer journey for each type of preferred customer you have then create a simple system that everyone within your organisation has access to and can follow
- Start with the journey of your most preferred-type of customer
- Draw the journey as a diagram flow chart and create the pieces as you need for each step, many of the steps can be automated using simple and accessible software
- It's important they feel the value of your brand experience from the first step to the last

## No. 4

### Referrals are the Magic Key to Unlocking Double Digit

### Sustainable Growth

#### One of The Most Influential Tactics in Your Client Retention Arsenal

Referrals are without a doubt one of the most influential tactics to employ when it comes to growing your business in the right way. Asking for referrals is something that many salons simply don't do, or they do so inconsistently or by using ineffective passive methods such as a referral card, which have been shown to be ineffective. Since referrals are so important to your future business, time spent developing a formal referral structure within your business will produce value many times over.

#### Take Your Best Client and Multiply Them

There are two approaches that can be taken, both deliver proven results and have been used effectively across several different types of service businesses to produce reliable and consistent quality referrals. The rationale is simple, take your best client and multiply them. Have your preferred

clients introduce their friends and colleagues and not only do you have a sustainable and reliable source of new clients, but they are the right type of clients for your business.

## Two Most Effective Methods for Securing Quality Client Referrals

The two best methods are either to ask for referrals explicitly using direct communication, or indirectly through a medium such as the client newsletter. If you use the client newsletter approach, you'll need to include content to introduce client profiles on a regular basis; include the profile of a great client within a 'meet the client' section and include a headline such as 'Meet XXX – A Florist with Flair', where you talk about their business, lifestyle and hobbies for example. Link it to referring friends and family and the benefits that the client received because of those referrals.

The direct approach incentivises your best clients to make the referral in exchange for rewards and recognition, just make sure the rewards are not more services or discounts as this will devalue the relationship as previously discussed.

## What Happens When a Client Refers?

Countless studies have shown that when a client refers someone to the business, who also becomes a client, they feel more committed to that business and loyalty increases. The act of referring requires them to act in the role of brand ambassador whereupon they advocate on behalf of your business to their friends, family, colleagues and trusted circle. By doing this they will have psychologically 'contracted in' to the arrangement, which produces feelings of goodwill, importance and a sense that they are needed and are making a real difference by their actions. Referring clients become better clients and so the value exchange is to make them feel special, recognise and appreciate the value they bring and reward them. This requires some thought and preparation on your part at the beginning, but it is a tactic that will pay dividends for many years to come when you get it right.

## Other Types of Referrals and Advocacy

Use social media to your advantage: public social platforms such as Twitter, Facebook, Snapchat and Instagram are perfect for competitions that require little planning and are easy to run, but produce great results. Create competitions to win prizes, experiences and treatments. Create a hashtag for each event and make sure entry is by a video testimonial, written advocacy or image sharing – all highly visible methods, and have them tag friends. You might ask people to share the results of their last visit to your salon, a review or funny story related to your brand. Whatever it is, by making sure your existing client base is active and sharing their personal experiences with your brand, this is an easy way to create buzz, attract organic clients and raise your profile. Always remember like attracts like, with social media, you either harness it for your own benefit or it will manage you, because people are going to talk about their experiences anyway.

## Communication Media Matters in Building Client Relationships of Value

If you are a value business that is looking to build a client base of value, without a doubt print media is the primary way that you should communicate with them. This is because print media is considered of higher value than digital media. It has a longer shelf life than email and produces greater results. Research carried out in to direct mail order client who stated their preferred communication method was via print catalogue and telephony only spent three to five times as much as those who browsed the website and received email and app alerts. Print media helps build relationships of value, use it.

# No. 5

## Treat Complaints as Opportunities to Turn Things Around

Receiving a complaint could be one of your best opportunities to produce a happy customer who will go on to become your greatest advocate and refer many others, depending on how much you are prepared to invest in the relationship and show how much your client means to you.

Experiencing a service failure is not what will make the client leave, but how you handle it will make all the difference. The service failure merely provides the opportunity; it is up to you to make the most of it and serve the client in the right way. There are times when it is simply impossible to satisfy a client however they will remain client, and maybe even become a better client if they feel that you did everything you could to resolve the issue for them.

## Success Keys to Resolving a Client Complaint

- **SPEED**

Aim to resolve issues in a timely fashion and never tolerate laxity in bringing matters to a complete closure

- **RESPONSE**

Make it your company policy to respond within a set period and resolve to ensure this happens with all complaints. One to two hours to acknowledge receipt of complaint is a good standard to maintain. Make it easy for clients to complain and ensure that your procedure fulfils your requirements, such as photographic evidence, details about time, place and operator, third party involvement etc. If you don't ask for this information at the time the complaint is lodged but it is information that is required to resolve the issue, you are prejudicing yourself from handling the situation effectively.

- **HANDLING**

It is good practice to assign one handler who will manage the case from start to finish. It is important to keep the lines of communication open with the client always; if they feel that you are preventing them from being heard this is when frustration starts to give way to anger, making it much more challenging to turn the situation around. Give your clients an open platform for communication and listen to them, make them feel as if they have been heard and let them know that their experience matters to you.

- **RESOLUTION**

Of course, every attempt to resolve the issue should be made, within reason. Many companies assign a pre-authorised budget that is available for the appropriate person to access to bring the complaint to the swift and satisfying conclusion for both parties.

- **FOLLOW UP**

Following up with the client is not within the normal practice of customer service or in solving customer complaints, but it is a nice touch and will clearly demonstrate your commitment to the client relationship. Follow-up should take place between 1 – 2 weeks after the complaint has been resolved and again 6 weeks later, giving you an opportunity to invite them in for a service.

- **PREVENTION**

Gather and analyse complaint data and share these insights with your peers during meetings and trainings. This will lead to improvements and ultimately to prevention, which will benefit everyone.

## PROVIDE A PLATFORM FOR YOUR CLIENTS TO HAVE THEIR SAY

It's good practice to regularly survey your clients and ask for feedback on how they feel about certain aspects of their client experience with your brand, alternatively short polling on social media can be useful in providing sentiment about specific issues. Oftentimes they experience things differently from how you intended them to be. Survey results will not only provide your greatest insight in to how your clients honestly feel about being your customer, they will also provide a platform for feedback and a neutral way for your clients to share their thoughts.

### What Should I Ask?

- A good mix of qualitative and quantitative data (multiple-choice and open text fields)
- Ask them to state the three things they enjoy the most about your service/brand
- Ask them to name three things they would most like to change about your service/brand

- Ask them about their usual service habits using multiple choice buttons: what, how often, why etc
- What would make their experience perfect
- Garner level of interest in new brands, categories or services you are considering introducing
- Ask them for their name and email address as a minimum and offer a prize for taking part
- Ask no more than 10 questions, taking no longer than 2 minutes to complete

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**MONUSKIN**

This report was written and compiled by Nina Franks, for MONU Skincare, the skincare brand most recommended by professional spa and beauty therapists.

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