

MAKING EXPERIENCE A MASTERPIECE

Moments of Truth - Checklist

1. Website and Booking Experience

- Website and Online Booking Experience
- Telephone Booking Experience

2. What happens after a booking is received / taken?

- Pre-framing the client experience

3. First Impressions

- Attending the clinic and clinic external presentation
- Clinic internal presentation
- Reception Team Appearance

4. Reception Experience

- Welcoming process
- Waiting Room Experience
- Communication

5. Consult Room Process

6. Finalising The Visit

7. What happens after they leave?

8. Ongoing nurture

- How do you bond your clients as part of your 'herd'.