

The Customer Journey from A to Z

Each time you work with a new client, or customer, that person goes through a journey in his or her experience with you and your business. At every step in the customer's journey, you have the opportunity to provide service that reflects your branding and unique serving proposition. Most massage therapists think of marketing as everything they do up to the point when a new client books a session; however, the truth is that everything you do *along the path of the new client's journey* with you is part of your marketing. Will he come back? Will she become a regular customer? The answers to these questions will have a huge impact on whether you create as full a practice as you would like, or not.

Instructions:

1. In the article "Strategies for a Full Practice: Branding, Niches and Unique Serving Propositions" (*MASSAGE Magazine*, May 2007), you completed a series of exercises to help define your branding as a massage therapist, as well as your unique serving proposition.

Based on these exercises, write a summary of your branding as a massage therapist:

Based on these exercises, write a summary of your unique serving proposition as a massage therapist:

2. In the chart below, the left column represents typical A to Z steps in a client's journey, when a new client finds out about you and comes to see you for the first time.

In the right-hand column, "How Well are You Presenting Your Branding and Unique Serving Proposition at this Step?" **rate on a scale of 1 to 10**, with 1 being extremely poorly, and 10 being extremely well, how well you feel you are representing your business's *branding* and *unique serving proposition*, (as you described them above,) at this step of the customer journey.

Example:

For "Step C, First phone conversation with the potential client," if part of your branding is the tag line "Escape from Stress," and an aspect of your unique serving proposition is "excellent customer service," but you feel like you are typically rushed and a little bit irritable in your first phone conversations with potential new clients, you might give yourself a '3,' knowing that there is a lot of room for improvement to bring what is actually happening in your business in alignment with your desired branding and unique serving proposition.

3. Total your score at the bottom. The maximum score is 260 points.
 - A score of 185 or above means that your customer journey is generally well aligned with your branding and unique serving proposition.
 - A score of 130 to 184 means that there is ample room for growth in aligning various aspects of your customer journey with your branding and unique serving proposition.
 - A score of 80 to 129 means that you may want to make significant adjustments in your client journey if you want new clients to come back and see you again.
4. Notice where you're strong and where you're not as strong in aligning what is actually happening in your business with your desired branding and unique serving proposition. Celebrate what's working well, then set some priorities for change and continue to grow your business.

Before the First Appointment

<p><i>Step in the Customer Journey</i></p>	<p><i>On a scale of 1 to 10, with 1 being "very poorly," and 10 being "extremely well," How Well are You Presenting Your Branding and Unique Serving Proposition at this Step?</i></p>
a. The potential client learns of you for the first time: he receives your card, gets a word-of-mouth referral, sees an advertisement, sees your flyer, etc.	
b. Promptness of your call back when he leaves a message for you.	
c. First phone conversation with the potential client.	
d. Communication in how you book the appointment.	
e. Information provided to the client in advance by mail, fax, e-mail or Web site.	
f. Easy/correct directions to your office.	
g. Convenience/clarity of where to park at your office.	
h. Professional, appealing signage that clearly shows where to enter.	
i. Experience of the reception area and signing in	
j. The convenience/aesthetic/comfort of the bathroom.	
k. You're ready for his appointment five minutes early.	
SUBTOTAL	

During the First Appointment

<i>Step in the Customer Journey</i>	<i>On a scale of 1 to 10, with 1 being "very poorly," and 10 being "extremely well," How Well are You Presenting Your Branding and Unique Serving Proposition at this Step?</i>
l. How you greet the client for the first time.	
m. Discussion of her needs.	
n. Overall aesthetic of your office/treatment room.	
o. Client comfort while disrobing: temperature/places to put her possessions.	
p. Comfort on the table: bolsters, face cradle, etc.	
q. Communication during the session.	
r. Quality and focus of your work with the client.	
s. How you transition out of the session.	
t. Water given after the session.	
u. Aftercare instructions	
v. Rebooking for the next appointment.	
SUBTOTAL	

After the First Appointment

<i>Step in the Customer Journey</i>	<i>On a scale of 1 to 10, with 1 being "very poorly," and 10 being "extremely well," How Well are You Presenting Your Branding and Unique Serving Proposition at this Step?</i>
w. Follow up phone call after the first appointment.	
x. Send thank you card for new clients.	
y. Send appropriate birthday and holiday cards.	
z. Maintain contact by e-mail, printed newsletter, periodic check-in calls or some other means.	
SUBTOTAL	

TOTAL for Before, During, and After the First Appointment	
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