



KEY ELEMENTS: **PHYSICAL FACILITIES** - Environment [client and team]
CLIENT FLOW - How do the clients flow through your business?

KEY AIM: For your clients and staff to have an exceptional experience whenever they are in your business premises.

Physical Facilities - THE 5 SENSES

When a client visits your business:

	X	✓
What do they SEE?	Peeling wallpaper, dingy decor, dusty surfaces, outdated magazines	Clean, fresh looking, pleasant, tasteful decor, fresh flowers
What do they HEAR?	Gossip, negative comments, noisy equipment, unpleasant music	No gossip, soothing music, laughter
What do they TASTE?	Cheap tea, instant coffee, tap water	Real coffee, herbal tea, mineral water
What do they SMELL?	Antiseptic, unpleasant odours	Pleasant, soothing aromas
What do they FEEL?	Uncomfortable chairs, cheap cups & plastic glasses	Comfortable seats in waiting room, smooth surfaces, quality cups & glasses

Give your clients and staff an exceptional experience whenever they are in your business premises

Take a hard look at your physical facilities from a client's point of view and jot down some notes.

Current reality:



Note your scores [1-10] for each of the 5 senses in the boxes below.

SIGHT SOUND TASTE SMELL FEEL

What improvements will you make to score a ten?



What could you add that would make a visit to your business truly OUTSTANDING - an experience that everybody talks about? See margin [right] for some ideas.



- Fresh flowers
- Restful *color* scheme
- Good quality carpet
- Comfortable seats in waiting room
- Minimal waiting time
- Lots of natural light
- Minimal clutter
- Soothing music
- Electric automatic aromatherapy
- Coffee machine - cappuccinos offered
- Fresh mineral water
- Well-maintained exterior & entrance
- Friendly, smiling, efficient staff
- Clean, modern treatment rooms
- Tasteful decor
- Original artwork in waiting room
- Follow-up phone call/letter after treatment
- Welcome letter sent, plus directions to practice
- Comfortable temperature
- Hot towels after treatment
- Greet *clients* by name
- Up to date magazines
- Remember small details about *clients*
- Scrupulously clean, pleasant washroom
- Fresh flowers in the washroom
- High quality soaps in the washroom
- Scent in the washroom
- Fresh hand towels in the washroom

The WOW Practice relates to your team as well as your clients. People will perform better in a nourishing environment. What is the CULTURE in which you are asking your team to work and perform? As well as the physical senses already mentioned, it is essential that your clients and staff are aware of a thriving Culture of Appreciation at your business (see 'Helium Culture' in Strategy 4).

- Your Aim:
- Clients feel appreciated - by you and your team
 - Team feels appreciated - by you, their peers and the clients
 - You feel appreciated - by your team and your client

Client Flow - THROUGH YOUR BUSINESS

- Key Points:
- Is the experience 'seamless' for the client each and every time?
 - Is the experience consistently of exceptional quality each and every time?

CORPORATE IMAGE

Your corporate image is made up of:

1] name of business 2] logo of business 3] strap line of business [miniature mission statement].

What does your business name say about you?

What does your logo say about you?

What does your strap line say about you?

PRE-ARRIVAL

Does the client receive a welcome pack, introductory letter, practice information leaflet, terms and conditions, confirmation of appointment etc.

TELEPHONE

Is there an agreed system by which a prospective new client is handled on the phone? NOT a script, but an agreed procedure.

ARRIVAL

The client arrives at business premises. What is their experience of being welcomed, given paperwork to fill out, offered refreshments, shown to seat, etc.

