LA SANTE | CUSTOMER JOURNEY MAPPING

CUSTOMER JOURNEY STAGES

Research & Planning | Booking Appointment | Post-Booking | Consultation Day | Procedure Visit/s | Post-Procedure

WHAT THE CUSTOMER IS DOING

Research & Planning

INITIAL SEARCHING
- Google searches
- Reading info pages on procedures
- Looking through Instagram pictures of influencers who have had similar procedures
- Looking at before-and-after photos
- Cosmetic surgery advice websites

FINDING CLINICS
- Reading Google reviews of businesses
- Looking at places near home or the city
- Price checking
- Viewing various clinic websites
- Reading through review websites
- Asking family and friends

Booking Appointment

- Looking for locations, to see which ones are closest / convenient
- Checking the days the clinic is open, and its opening hours
- Checking her calendar / schedule to see which days she will be available
- Looking for phone number to make a booking
- Looking for online appointment booking form to make a booking
- Comparing her calendar/schedule to see when she will be available
- Make the booking
- Confirm booking

Post-Booking

- Wait for booking confirmation
- Confirm booking

Consultation Day

- Look up location on map tool to drive there
- Get to the location
- Wait for consultation to begin

Procedure Visit/s

- Read over instructions for preparations needed before procedure
- Read articles and reviews on the procedure
- Perform the pre-procedure rituals as required
- Confirm procedure booking
- Get to the clinic location on the day of appointment

Post-Procedure

RECOVERY
- Recover from the procedure (waiting time)
- Read information on after-care
- Find and purchase after-care products
- Perform after-care rituals

FOLLOW UP
- Ask follow-up questions to the clinic via phone call / email
- Look up follow-up procedures needed
- Book follow-up procedures
- Looking for other procedures that compliment this one

SHARING
- Share the results with friends and family

WHAT IS THE CUSTOMER ASKING

- "Will this procedure work for me?"
- "What are the risks?"
- "How long is the recovery time?"
- "What does post-procedure recovery involve?"
- "Can this place be trusted?"
- "Will this give me the results I want?"
- "How much will it cost?"
- "Will their timings match with when I have availability?"
- "How long will the appointment take?"
- "Do I need to prepare anything before going?"
- "How long will it take me to travel there?"
- "Did I do everything I was asked to do pre-consultation?"
- "Do I have everything I need?"
- "Can I get there on time?"
- "What if I am running a little late – will they still take my appointment?"
- "Will everything go well?"
- "Will it be the same person treating me with whom I consulted with initially?"
- "Have done everything I needed to do before the procedure?"
- "What will I look like once I have recovered?"
- "How long do I have to continue with the after-care rituals?"
- "Is there anything that I should avoid, that will harm my recovery?" (E.g. sun exposure)"
- "Can I book all follow up appointments at once?"
- "Are there complimentary procedures that can help me with the recovery?"
- "Are there complimentary procedures that can enhance the results of this procedure?"

HOW THE CUSTOMER IS FEELING

POSITIVE | NEUTRAL | NEGATIVE

- "I'm excited about how beautiful this will make me."
- "I want to make sure I am making the right choice."
- "It's hard to trust review websites nowadays."
- "Can I afford this?"
- "What if something goes wrong?"
- "I'm excited to have the day to myself."
- "This will be like my own mini weekend get-away."
- "I hope they have good service as advertised."
- "Am I sure that I want to do this?"
- "I am excited for my upcoming consultation!"
- "I can't wait to see the changes in myself!"
- "I want to be a new, beautiful version of myself."
- "I hope everything goes well."
- "I hope I have time on that day for my appointment."
- "I am nervous. I hope expectations meet reality."
- "I am worried if I have made the right decision to get this procedure done for myself."
- "I'm excited to start this new journey for a new me."
- "I hope everything turns out well, so I can continue with my treatments here."
- "I hope it's not too painful or uncomfrotable."
- "I want to see the new, improved version of myself."
- "I'm excited to see what everyone thinks."
- "I am excited to have started this journey for myself."
- "I deserve to pamper myself, and take care of myself so that I can re-energise"
- "I hope this can make some of my life easier from now onwards."
- "I am worried something will derail my recovery."
- "I am worried that something have gone wrong with the procedure."

WEBSITE, CRM & IN-PERSON TOUCHPOINTS

Research & Planning

- **Service pages** – Detailed service pages which contain information on procedures
- **FAQs** – FAQ sections under content pieces so they get their most urgent questions answered
- **Price guide** – Provide price guidelines for each service or procedure
- **Client quotes** – General quote from a past client under each service page
- **Before/after photos** – High quality before and after photos for each service page, as well as in a picture gallery

Booking Appointment

- **Service pages** – Each service page has a button that allows the user to easily add different services to their final appointment booking form
- **Service pages** – Each service info page clearly displays which locations the service is offered in
- **Locations pages** – All clinic locations are easy to find and show the unique possibilities and atmosphere of that location
- **Locations pages** – Each location has it's own individual page, containing:
  - photos
  - a map
  - parking info
  - directions to get there from common routes
- **Appointment form** – The booking form has all their services already added in, and is intuitive to fill out
- **Email** – An email is sent to the user, confirming the booking

  Appointment email also contains details of how they need to prepare prior to the appointment

Post-Booking

- **Email** – Send email reminder 2 days before appointment. In reminder email, give information on cancellation / rescheduling
- **Email** – Send email reminder 24 hours before appointment. In reminder email, give information on cancellation / rescheduling
- **Email** – Send them an email that you are excited to see them soon. Have a photo of the person they will be consulting with if possible (a friendly, on-brand portfolio image)

Procedure Visit/s

- **Email** – Send a summary email containing outcome of the consultation and what was discussed
- **Email** – Send email reminder 2 days before appointment.

  In the email give info on:
  - date they came in for the consultation
  - 1 paragraph summary of consultation
  - cancellation / rescheduling policy
  - name of the person who will be performing the procedure
  - photo of the person who will be performing the procedure (a friendly, on-brand image)
  - checklist of things they need to do before the procedure
  - location and map of the clinic
  - links to relevant blog articles on the procedure (e.g. prep, etc)
- **Email** – Send email reminder 24 hours before appointment. Email content should express that you are excited to see them soon.

  In the email give info on:
  - date they came in for the consultation
  - 1 paragraph summary of consultation
  - cancellation / rescheduling policy
  - name of the person who will be performing the procedure
  - checklist of things they need to do before the procedure
  - location and map of the clinic
- **Service pages** – The user can re-read the service pages for reminders on what is involved in the procedure
- **Blog** – Blog posts on the procedures can be read by the user to prepare for what they need to do

Post-Procedure

- **Book appointments** – Ask user after procedure the first procedure if they would like to book all follow up appointments needed
- **Email** – Send after-care email, with info on what they need to do / recovery times. Have links to appropraite blog articles if available
- **Service pages** – Have after-care content on service pages
- **Phone call** – Schedule an automatic follow-up phone call with the customer after a week of the procedure (make sure to inform the customer of this beforehand)
- **Customer service** – Let customer know that they can contact and reach out any time with questions (have a dedicated email and phone number for this)
- **Email newsletter** – Send an email asking if they would like to join the email newsletter list. Add them ONLY if they choose to subscribe
- **Blog / Online magazine** – Position the blog as an online lifestyle magazine, so the articles are fresh and represent the brand values
- **Concern pages** – The "concern" pillar pages index all the services that can help with a problem, so all related procedures are easy to find
- **Product pages** – The users can easily find and purchase after-care products for their particular procedure

IDEAL CUSTOMER EXPERIENCE WE WANT THEM TO HAVE VIA TOUCHPOINTS

- "I can trust them"
- "They will take care of me"
- "I am assured that everything will turn out well"
- "They are available, and care about my needs"
- "They are flexible, and will change to meet my needs"
- "They care about my visit to the clinic"
- "I feel valued"
- "They are helpful and will help me reschedule if I want to"
- "I feel relaxed and happy"
- "I feel reassured"
- "I feel like I am making the right decision for myself"
- "I feel well taken care of"
- "This is really exciting!"
- "I am starting a new journey for a new version of myself"
- "I feel well-cared for and appreciated"
- "I feel like I am a part of their loyal customer family"
- "They care about my results as much as I do"
- "I see myself visiting them again and again"

FUTURE TOUCHPOINT OPPORTUNITIES

Research & Planning

- **Google My Business** – Set up Google My Business really well, and encourage current customers to leave reviews
- **Video tour** – Video tour of each facility to show trust and that each location has high standards
- **360 degree videos** – 360 degree videos for each facility, so user can traverse locations themselves
- **Chat bot** – Chat bot with automated answers for each questions that the user asks

Booking Appointment

- **Locations pages** – Clinic locations are added automatically to the appointment form, according to which ones offer the services requested by the user
- **Customer login** – The customer can create an account, and easily manage appointments in that portal

Post-Booking

- **Google My Business** – Optimise Google My Business so all locations and addresses are displayed, so that a user can get to Google Maps in one click
- **Text message** – Send a reminder text message 24 hours before consultation, in which they can reply with a Yes/No to confirm their appointment or cancel

Procedure Visit/s

- **Customer login** – The customer can create an account, and easily manage appointments in that portal
- **Customer login** – Customer portal which contains a summary of their consultation, along with photos from the consultation, and all the prep information
- **Text message** – Send a reminder text message 24 hours before appointment, in which they can reply with a Yes/No to confirm their appointment or cancel

Post-Procedure

- **Customer login** – In the customer login the customer can see all the procedures they have done and what else they need to follow up with
- **Instagram** – Have specific Instagram hashtags for clients to share their results
- **Pillar pages content** – Have detailed pillar pages with written content that helps guide the user make a decision on which procedures to conduct