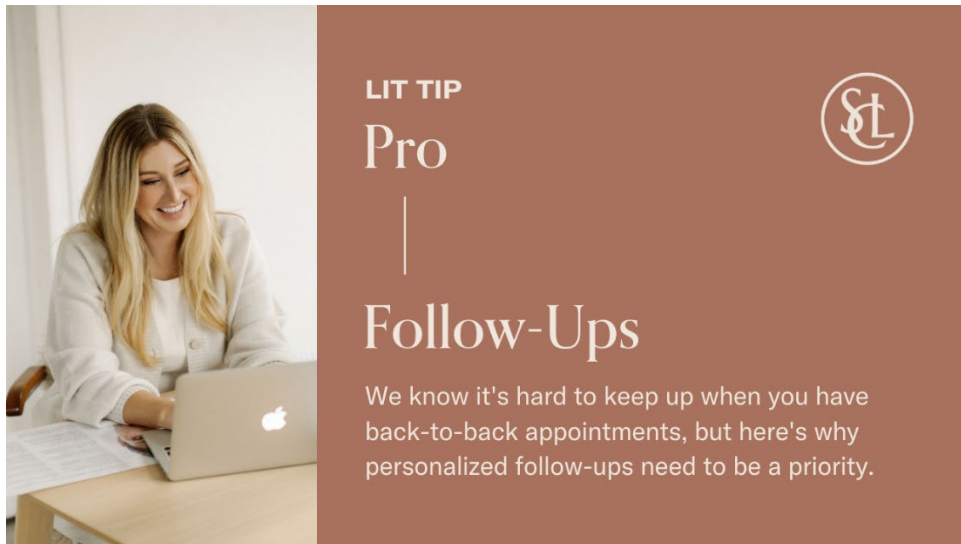




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Appointment Follow-Up: What Makes It Effective?

Article from Mara Jenkins, Skin Care Literature



We know you know it's important to follow up with your clients after their appointments — and we also know that it is one of the first things to fall by the wayside when we're swamped. As busy estheticians with back-to-back appointments and full lives, who has the time?

But here's the thing...

Did you know that as humans, we are much more likely to remember a bad experience than a good one? Research suggests that for evolutionary reasons, our brains recall negative experiences for longer and in more detail than positive experiences so we can better avoid them in the future. That means if you're not following up after each appointment, you're allowing your clients who enjoyed their experience to forget about it as time goes on — making it much less likely that they'll rebook.

Further, you're missing an opportunity to resolve an issue or salvage a client who maybe didn't have the best experience — and worse, allowing them the time and space to tell a friend about it or even leave a bad review.

Our suggestion? Block time each day (either a little bit after each appointment, or a larger chunk at the end of the day) to complete your follow-ups. Don't think about it as an optional task, but an essential part of the service. We promise it will save you time and money that would otherwise be spent trying to fill your books with new clients!



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Already following up consistently? Great! As long as they're personalized...

In other words, don't just send the same automated "thank you for coming in, hope to see you again soon!" message to everyone. Take the time to personalize the message based on their treatment and your recommendations.



Now, here's some guidance on what exactly your follow-ups should entail in order to be as effective as possible. After all, if you're taking the time to complete them, you want them to pay off — in rebookings, product purchases, and client loyalty!

The purpose of a follow-up is to reinforce a good experience, provide clear instructions for next steps, and make yourself as accessible as possible so that you remain your client's go-to for all things skin care. (It also provides an opportunity to resolve an issue if a client maybe didn't have the best experience).

While we always encourage you to put your own spin on follow-ups to reflect your personal brand, here are a few things you should always provide your clients in a follow-up email...

1. WHAT TO EXPECT

Depending on the treatment given, what changes or side effects might your client experience in their skin within the first day? week? From simple redness or increased sensitivity to serious down time, make sure your client knows what a "normal" response is so that they are never left worried that something went wrong.



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Not only can this cause distress, but they may also simply assume the treatment was unsuccessful or not suited for them — which isn't great for building trust and loyalty!

2. NEXT STEPS

If your client purchased products to take home, it's best practice to provide written instructions on exactly how to use them and how often (*yes, even though you went over this in person*). Too often clients forget how to use their products, which can result in improper use or simply no use at all! Neither of which are going to get them the results they want, making repeat purchases highly unlikely.

If your client has already rebooked, celebrate, and reinforce this decision by reiterating the results they can look forward to with further treatment. And of course, provide a reminder of the date and time.

If your client did not purchase products or rebook, it's a great idea to reiterate your recommendations and how they will address their primary skin concerns. Remember, some clients require time to review information before deciding — don't miss opportunities by not providing any! (Search "the 'I'll think about it' client" in the search bar for more on this type of decision-maker).

3. HOW TO REACH YOU

And while it may seem obvious, you should let your client know the best way to reach you and a timeframe of when you will get back to them. This is helpful to both you and your clients, as you can direct people to the most convenient form of communication for you — and your clients will view you as approachable, while still having realistic expectations about response time.

And remember...

PERSONALIZE, PERSONALIZE, PERSONALIZE

Personalization is now *expected* by the modern consumer. That's why a simple: "Thanks for coming in, don't forget to rebook in 4-6 weeks!" just isn't going to cut it anymore. After all, your clients aren't compelled to book an appointment or purchase a product because it's good for your business. They want to know exactly how that product or treatment is going to address their primary skin concerns — the reason they came to you in the first place.

With all the online options, social media influencers, and constant marketing coming at your clients at all angles, effective follow-ups are one tool you can use to make yourself stand out in the industry as an accessible personal skin care expert!