

## DECEMBER 2015 CLIENT REVIEWS & REFLECTIONS

### **(129) Client Review (*Relevant parts Quoted in full*):**

As above but I will also be revisiting as my first experience of colonic was concerning but it was a discreet and comfortable environment and not half as bad as expected. The therapist is just so lovely.

**Loisa, Visited Dec 2015; reviewed Dec 2015**

#### **WLC comments**

**Just to clarify, when Louisa mentions “...First experience of colonic was concerning...” she meant that as a first timer she felt anxious about an unknown experience. As it is, Louisa’s concerns have pretty much gone away- to the extent that she has now booked a course of 10 colonic treatments with WLC.**

### **(128) Client Review (*Relevant parts Quoted in full*):**

I visited West London Colonics during the Christmas party season when I was feeling sluggish and not myself. This was my first time having the procedure and Julia made me feel at ease straight away. The atmosphere in the room was very relaxed and I was given advice on my current health choices and Julia highlighted areas for improvement. I felt a lot better after the procedure and I would highly recommend a visit to West London Colonics. It is a very relaxed and professional environment! **Emmacha, visited Dec 2015; reviewed Dec 2015**

### **(127) Client e mail Review (*Relevant parts Quoted in full*):**

Hi Julia,

I have been feeling much better thanks [since the Autumn session].

I would love a follow up, but not sure if time and money will be enough this [expense-laden] time of year.

Will let you know asap if I do want another session.

If it doesn't work out now, [assuredly] I'll be back next year in the Spring or summer...

Thanks for checking with me. Best wishes, **Mark, Visited October 2015, reviewed Dec 2015**

**(126) Client e mail Review (Relevant parts Quoted in full):**

Hi Julia, Many thanks for the information and messages; (!) I apologise for not getting back to you sooner. It's really been so busy these last couple of months. Our move went well; it feels especially lovely to be near the river.

Health wise I'm pretty good; very low sugar diet and loads of lemon water, to alkalise my system! My thyroid is a little under active however.

I'd like to continue with colonics for sure; I did feel the benefits - the journey will be longer from the new place but I'll try and work it out for the New Year. Could you remind me of offers via e mail?

Warm regards and hope you and the green dragon are very well,  
**Corinna, Visited Aug.-October 2015, Reviewed Dec 2015**

**What were our clients saying about us a year ago, in Dec 2014?**

Here are excerpts from some of the reviews.

**(82) Review e-mail from client 1/1/15: (excerpt):**

" Before coming to you I had never experienced a colonic so had no expectations but I have been so impressed by the experience and definitely had noticed the difference in my well being, bowel movements and generally feel so much better. Thank you. See you soon. Regards," Barbara, first visit June 2014 - multiple visits ongoing client

**(80) Client Review (excerpt):**

"Julia is very kind and in full control of process, so you shouldn't be worry about anything! The place is very tidy and give you confidence to let it go". Behi13, visited Nov & Dec 2014, reviewed Dec 2014

**(79) Client Review (excerpt)**

“As a man deciding to undertake his first colonic, I was understandably somewhat nervous however, Julia was welcoming and immediately put me at ease....

One of the best thing about WLC, it is small and private no worry about being embarrassed sitting around in a waiting room, so if you are thinking about taking your first colonic then I would highly recommend WLC ...

She is very informative all the way through the treatment by explaining everything...”.RogerD, visited Nov 2014, reviewed Dec 2014

**(78) Client Review (excerpt):**

“My first colonic was a better experience than I expected. Julia is very kind, calm and supportive. The abdominal massage was fantastic.

The hydrotherapy was just a little bit uncomfortable when she put the tube in. I felt weird only a little and I give credit to Julia for making me comfortable by explaining everything. I liked that it was only me there, no waiting with others and after I could use the en-suite toilet.

I didn't feel embarrassed at all...I recommend this clinic to anyone who wants to do colonic”. SzilviaT, visited Nov 2014, reviewed Dec 2014

**December is a month for Reflection, so here goes ...**

**1.WLC Reflections on why client reviews are important to us**

***First and foremost, we seek to be Feedback-centric***

Clients need to know that a business isn't only seeking testimonials, but is motivated and stimulated by feedback. There is a large difference in orientation.

Testimonials may make a business become complacent whilst feedback leads it to reflect. High-fives all around tells you something is Working Well (WW); yet constructive feedback points to blind spots i.e. what to Do Differently, (DD).

According to Bill Gates “... *unhappy customers are your greatest source of learning*”

And the peak performance coach Anthony Robbins is fond of observing

in his rather impassioned style: *Feedback is the breakfast of champions.* (Actually he borrowed the quote from Ken Blanchard, he of 'The One minute manager' fame.)

Not that we have too many unhappy clients, but there are always bound to be some. The law of averages will ensure that.

We think it is important to be attentive to the minority of reviews that have something negative to say about the experience with WLC or with Colonics.

We are great believers in the idea that you get something in life by asking for it.

WLC gets feedback by asking for it.

We are a small enough business to speak with clients personally on a regular basis, and we always ask all our clients for feedback a number of times.

We also think its important that clients know that their reviews are looked at, that they don't have a short half-life. Some of our clients clearly have taken a lot of time and trouble over their reviews, and we try and make sure they are seen. That's why reviews on the websites are listed chronologically. This lets people skim them, looking as far back as they would like.

### **Seek to understand before seeking to be understood**

#### ***This is a Stephen Covey principle we try and live by***

It comes into its own when there is a problem, whether or not it is directly of our making.

We listen attentively, we apologise as gracefully as we can for what we should, we explain our position when appropriate, we appreciate clients for their point of view as graciously and openly as we can.

When needed, we appropriately shift the focus from the problem to the solution.

Also where it is possible we make the client '*whole plus 1*' giving the client what s/he needs to feel whole and satisfied.

### **Do Differently (DD)**

Once we find a satisfactory solution for the immediate situation, we take the time to analyse what went wrong and figure out how to prevent it happening again.

## **2.WLC Reflections on What is important to clients**

Clients don't always know what's important in a clinic until after the event ... Experience is a good teacher but somewhat brutal.

We highlight that our clinic has an en-suite toilet.

Not important to you?

Listen to what a customer of another clinic had to say about the lack of an en-suite toilet in that clinic.

*“ [This other] Venue was not what I would expect at all. Toilet was separate from the treatment room which wasn't great as you have to run to the loo after with a towel wrapped round you past the main salon....”*

For anyone having a colonic treatment, trust me, an adjacent toilet (nice & private) is a necessity, and should not be taken for granted; even swanky spas don't always have them located this way.