

JANUARY 2016 CLIENT REVIEWS & REFLECTIONS

Vignette: A recent client's verbal report

I often ask clients why they come to WLC, because I am interested in direct feedback, and not everyone wants to post a review.

Some folk are more descriptive & articulate verbally anyway. I jotted down what one recent client told me this, as near as I can recall accurately, she said:

“ You know I always read client reviews before I try out something new. And when it came to colonics I wanted to be careful to select well. The further and further I read into west London's' reviews the more I realised I could count on WLC to work well with me to support my health goals. That's important. And its not that all your reviews are brilliant, a few aren't...but anyhow I got a good feeling about what you are about.

So you know straightaway it was easy for me to decide to book my Intro session before Xmas, and it's been good ... hmmm, proved to be a good decision.” **Maria, first session Dec 2015**

(131) Client e mail review 3rd Jan

“Hi Julia, Thanks so much for all the info you've sent. I bought some new bicarb today and will begin with that and the vinegar tomorrow. See you in April, or before if I feel I need it. Best wishes,”

Angela, Visited 2012 through to Jan 2016; Reviewed Jan 2016

(130) Client e mail review 7th Jan

“Dear Julia, Thank you for all information which you sent to me. Already I am feeling better and I will be in a touch with you to book the next session.”

Kat, visited July 2014 & January 2015; Reviewed Jan 2015

What were our clients saying about us in Jan 2015, a year ago?

(84) Client Review (excerpt)

“As a naturally skeptical person I was pleasantly surprised by a wonderful experience 6 months ago.

I waited this long to review to ensure that the treatment I received

lived up to longer term expectations and it did.
I had been suffering from gastrointestinal/stomach/bacterial imbalance for months and after a session and some probiotics it fixed the problem. I returned to Julia again because she put me at ease over location, payment, and during the procedure all for a reasonable price.”

Kimmybean; visited July 2014 & January 2015; Reviewed Jan 2015

WLC blog piece

Just what is a good ratio of client intake to client reviews posted?

To put things in perspective: Amazon’s average ‘sales-to-reviews’ ratio is 1300 to 1, i.e of every 1300 users of their service, they get 1 person reviews the service.

In percentage terms that’s 0.10%.

WLC has served 1000 clients and has 130 reviews, (ie 13%) on its website as at Dec 2015. (Of which 106 reviews are on Wahanda).

Our stats are therefore 120 times better than Amazon.

An even better comparison would be against other *Colonic* clinics.

How about against the Greater London *Colonics* clinics featured on Wahanda?

We don’t know the colonic client numbers of other clinics, so the comparison is solely against the reviews by their colonics clients on Wahanda as at Dec 2015. Note that the total number of reviews given as headline number on Wahanda includes non-Colonics services, as unlike WLC (which solely specializes in colonics), some of the other clinics offer beauty treatments & the like. We have extracted out the numbers relevant to colonic reviews.

- **West London Colonics**

Wahanda colonics reviews: **106**

- **Hydrohealing**

Wahanda colonics reviews: 107

A comparable number to WLC, however- note reviews are not very current. The last review was in Feb 2015 and most reviews date back to before May 2014. So for recency of reviews WLC scores much better; as at Jan 2015 we had 84 reviews, and since then we had a further 43 (at Nov 2015, total 127)

- **Tooting medical centre**

Wahanda colonics reviews: 46

- **Village of beauty**

Wahanda colonics reviews: 38

- **Rosebury rooms**
Wahanda colonics reviews : 23
- **Beauty & detox spa**
Wahanda colonics reviews: 20
- **Purify Health**
Wahanda colonics reviews: 18
- **Detox on demand**
Wahanda colonics reviews: 13
- **Bespoke colonics**
Wahanda colonics reviews: 11
- **Chatsworth Health centre**
Wahanda colonics reviews: 9
- **It takes guts to be healthy**
Wahanda colonics reviews: 6

It would seem WLC significantly outperforms other clinics when it comes to reviews, although we should say that we haven't looked at all clinics in the marketplace, only a representative sample who use the Wahanda market portal.

Well, from the perspective of prospective clients that's a good thing, as clients can make their final decision based on the opinion of folk just like them who until recently were strangers to colon hydrotherapy (mostly), and to WLC (all).

Prospective clients also seek diversity of client reviews, so the bigger the proportion of clients who review the more representative the reviews become.

An almost 15% client review rate is a helpful result when generated without incentivisation. Especially since it is a fact that fewer clients want to review their experience of colonics (even anonymously) as compared to being willing to review a beauty treatment (for instance).

Steering clear of incentivisation is important: reviews must not be skewed towards the positive by a sense of obligation.

So how do we encourage more clients to review?

Ask.

The Good book says: Ask and you will receive.

Conversely, if you don't ask, you will likely not receive. We ask in a timely way. Too late, and posting a review becomes more unlikely. Just because too many life events have gotten in the way.

And we don't cherry pick reviewers: diversity of reviews is infinitely preferable (and much more interesting!) than uniformly glowing reviews.

We make things easy for the would-be reviewer.

We include a link to the (Wahanda) review landing page so a reviewer is just a click away from being able to make that comment.

We outline the review process, the steps to follow.

Provide instructions.

In our follow-up email, we provide to-be reviewers with some process instructions about how to write a useful review.. Note, we do not say what (content) to write, rather it is about the *process* of writing so as to be useful to other readers potentially interested in exploring colon hydrotherapy.

Frankly we appeal to enlightened self interest.

Look, truth is clients have better things to do than submit pointless reviews. So its important that reviews fulfill a useful purpose. Clients just wouldn't review if they felt their action made no difference to others. We know that. So what motivates clients to review? We think it's the fact that current and past clients themselves may have relied on client reviews to help make up their minds.

So the enlightened self-interest comes in the form of *'Paying it Forward'*.

Apparently, the 'Reviewer' stats, in general, are that:

90% of clients who write reviews do so to help others make better buying decisions;

And more than 70% of clients want to constructively help businesses improve their products /services, especially when its clear that the business itself has this objective as a priority.