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MODULE 4

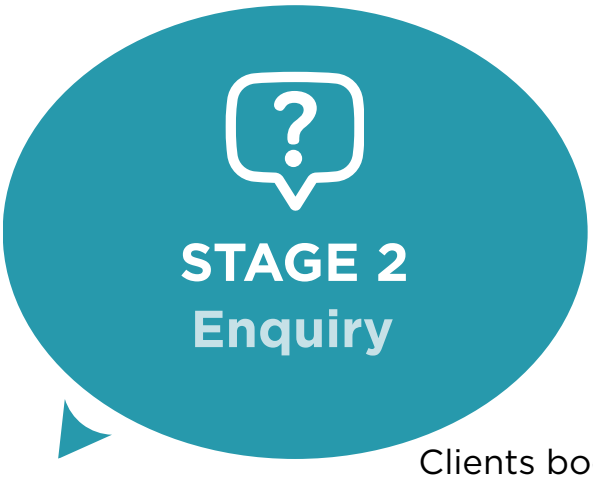
The Beautique Experience

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4.1 THE CLIENT JOURNEY



Potential clients discover The Laser Beautique through Digital, Physical or Cross-Channel (digital & physical) touchpoints.
These can be our website, social media, or an internet search, walking by our store or seeing a sign, and even PR or activations.



Clients contact TLB through various communication channels to enquire about services, offers, or availability. They contact us through channels like e-mail, phone calls & WhatsApps, social media, or walk-ins.



Clients book a consultation, assessment or treatment through one of our booking channels. They can book online, through Zenoti, on our App, through WhatsApp, or by walking in and speaking through a therapist directly.
This stage is the most important as it is when they receive their first direct communication from us.

When Booking:

- Schedule
- Confirm branch, therapist & treatment
- Offer relevant upsells
- Discuss promotions & package offers
- Provide preparation instructions

Pre-Appointment Communication

1. Client books consultation/appointment
2. Zenoti auto-confirmation e-mail sent when booked
3. 2-week automated reminder e-mail
4. 3-day automated reminder email & preparation guide
5. 2-day manual WhatsApp reminder message
6. 48-hour automated cancellation reminder

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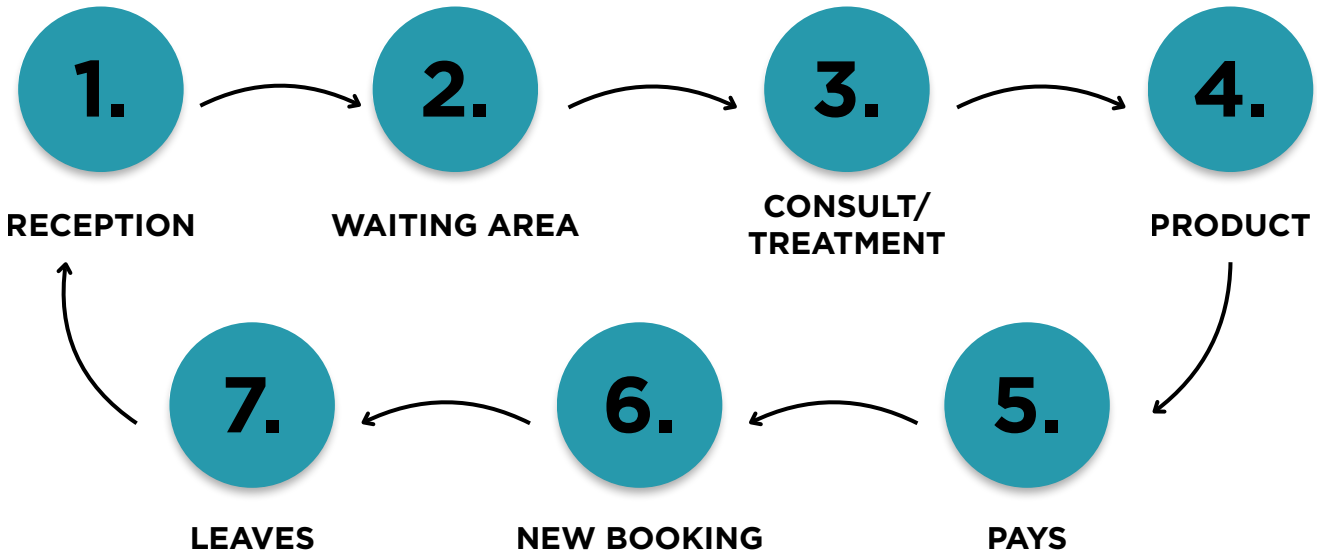
The client experiences their first in-clinic expereince at The Laser Beautique. This includes: consultation, treatment, payment, and rebooking.
This is where people's love for TLB is born, it is also your chance to turn a potential client into a loyal repeat customer. Treat them like the royalty that we think they, and show them how great it is to feel confident and comfortable in your own skin.



STAGE 4
Consultation/ Treatment

CONSULT/TREATMENT UNPACKED

THE TREATMENT PROCESS



If you client came in for LHR, offer them the 50% off skin, if they came in for Skin Treatments, offer them the 50% off laser.
Alert clients of our loyalty programme and birthday points to encourage retention and rebooking.

When clients are entered into our database for the first time, they are automatically entered into our loyalty programme—The Smooth Society. This is a great way to encourage client retention, by reminding clients to spend their expiring loyalty points. Clients earn R50 in *Beauty Bucks* for every R1000 that they spend. These points are valid for 2 months before they expire and can be redeemed on any services (excluding packages, promotions, retail, and purchasing of gift cards).
Clients are also gifted R200 Beauty Bucks valid only for their birthday month.



STAGE 5
Loyalty

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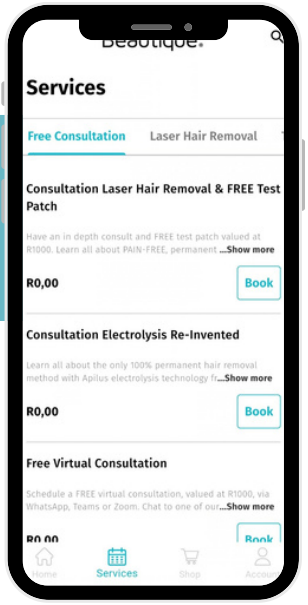
At The Laser Beautique, we reward referrals, as the most impactful way to earn loyal customers is by word-of-mouth. We run a Refer-A-Friend program. Clients can use their unique referral code to refer people through the app or our website. When the person they referred comes in for an appointment, both clients get R100 off their next treatment.

STAGE 7
Refer-A-Friend

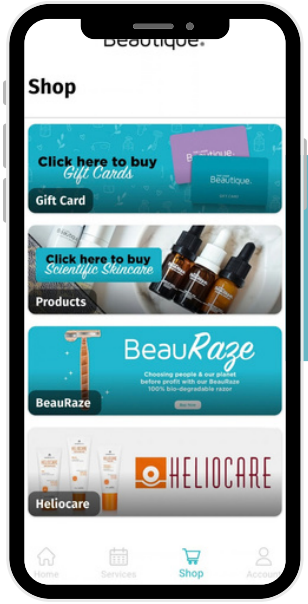
4.2 THE TLB APP

We also have our own app, hosted by our booking system, Zenoti. This app can be used for all things TLB, from booking appointments, to learning about promotions, Entering competitions, and so much more!

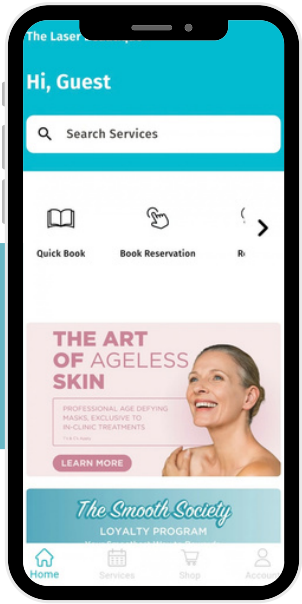
BOOK AN APPOINTMENT



SHOP ONLINE



STAY UP TO DATE



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4.3 CLIENT COMMUNICATION STANDARDS & ETIQUETTE

This Communication guide sets the standard for how we communicate with leads and clients across all touchpoints (WhatsApp, phone, email, in-person).

The Goal:

Increase conversions by building trust, authority, and confidence from the first interaction. Every client should feel informed, safe, prioritised, and taken care of throughout a seamless, premium experience.

Key Principle:

Always perform a consultation whether in person, on the phone, or via email. Use the consultation flipcharts consistently and show off your education. Demonstrating your knowledge builds trust and reassures clients that they are in safe, expert hands.

Standard:

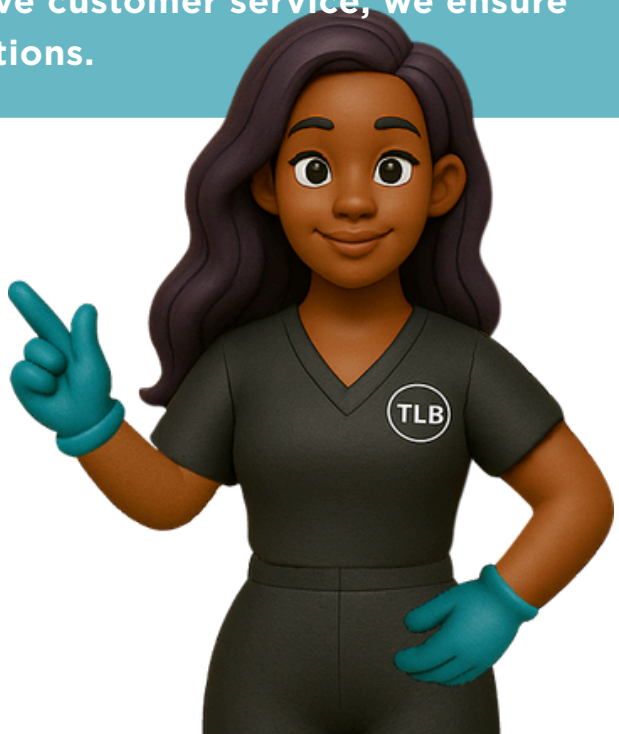
Maintain clear, consistent communication across all branches, positioning TLB as the trusted, long-term choice.

BRAND TONE & VOICE

We are committed to empathy, integrity, and accountability, treating every client with respect and trust. Through obsessive customer service, we ensure every client experience exceeds their expectations.

WE ARE:

- **Proffessional & Empowering**
- **Supportive & Kind**
- **Friendly & Warm**
- **Knowledgeable**
- **Respectful & Engaging**
- **Trustworthy & Approachable**
- **Consistent & Reliable**
- **Polished & Well-Spoken**
- **Attentive & Patient**



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GENERAL COMMUNICATION

Do's & Dont's

Always aim to bring the client in for a free consultation, test patch, or skin assessment to ensure they are fully informed and receive the most suitable treatment.

Confidently invite the booking: *"Can I book you in for a free consultation and test patch for hair removal, or a skin assessment for skin treatments? At your consultation, we'll explain exactly how laser hair removal, electrolysis, or skin treatments work, what results you can expect, and all the do's and don'ts—so you feel confident and in safe hands."*

DO'S	DONT'S
• Personalise responses • Respond promptly with intention • Be clear and direct • Guide the client confidently • Keep responses concise and easy to understand • Set clear next steps • Reassure throughout the conversation • Focus on outcomes and results • Be proactive, not reactive • Show genuine care and interest • Educate simply • Build confidence in the decision • Ask guiding questions • Validate the client's concerns • Acknowledge every enquiry • Follow up consistently • Be consistent across all platforms and touchpoints • Maintain a polished tone at all times and use positive, reassuring language • Offer solutions, not just information • Be present and attentive • Represent the brand • Always leave the client feeling better than before • Give consistent information • Always respond to a statement with a follow up question • Ask client for details that you are missing	• Ignore or delay responses • Leave messages unanswered • Ask too many questions at once • Over-explain or overcomplicate • Use generic copy-paste replies • Be pushy or aggressive • Dismiss concerns or objections • Make promises you can't guarantee • Use slang or overly casual language • Leave conversations open-ended • Focus only on price • Sound uncertain or unsure • Rush the client • Interrupt or talk over clients • Use long paragraphs that are hard to read • Sound rushed, impatient, or distracted • Give inconsistent information • Skip important details • Push for a sale before building trust • Make the client repeat themselves • Break tone consistency across platforms • Use negative or fear-based language • Sound scripted or robotic • Overwhelm with too much information • Use words like maybe, possibly, I think, I guess

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IN-PERSON COMMUNICATION

Every in-person interaction is a defining moment in the client journey. How we communicate determines whether a client feels confident, safe, and excited. Clear, warm, and intentional communication builds trust, certainty, and reinforces our position as experts. It changes a once-off visit into a long-term relationship.

Welcome → Consultation → Treatment → Retention

1. CORE COMMUNICATION PRINCIPLES

Make Every Client Feel Welcomed, Understood, Safe, & Confident

A**. Consultation Stage:** Client may feel nervous or unsure, your role is to create emotional safety.

> Example: Client has never done laser before & is nervous or hesitant about laser
> Response: "That's completely normal, most of our clients feel nervous at first. Rest assured that you have nothing to feel nervous about, we laser kids from 6 years old. I'll guide you through everything, step by step, and we'll go at a pace you're comfortable with. One you have a test patch, you'll see there is nothing to be nervous about."

B. **Treatment stage:** Reinforce trust through reassurance & clarity
C. **Retention stage:** Build confidence in their decision to continue their treatment journey

> Example: Client is hesitant to rebook
> Response: (gentle guidance, not pressure) *"No problem at all, just keep in mind that staying consistent really helps you get the best results. I can always book you in for now and we can change if needed."*

Warmth & Professionalism

Clients should feel like they're part of the TLB Tribe, not just another client.

- Balance friendliness with expertise
- Be calm, clear, & intentional in your communication
- Avoid rushing, over-explaining, or sounding uncertain
- Every word should reduce confusion and increase trust

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2. GREETING CLIENTS

The first impression sets the tone for the entire journey

Best Practice

- Be prepared: know who you're expecting while remaining ready for walk-ins
- Greet every client with a genuine smile, eye contact, and use their name
- Acknowledge immediately, even if you're busy
- Create a sense of ease and comfort within the first 10 seconds

Example: *"Hi [Name], welcome to The Laser Beautique. We're so happy to have you here today! Would you like something to drink?/Is there anything we can help you with?"*

New Clients

Reassure the client instantly:

- "You're in the right place"
- "We'll guide you through everything"

3. CONSULTATION FLOW

During the consultation, your flipchart will guide you to ask key questions—ask them, then pause and listen fully.

- Do not interrupt, allow the client to finish
- Listen to understand their concerns, goals, and expectations
- Use their answers to tailor your recommendation

The goal is to clearly understand how you can best assist them in achieving the results they desire while making them feel heard and valued.

Ask Questions & Listen

This is the most important communication moment, it determines whether the client moves forward.

- Always use your flipchart (Laser Hair Removal, Electrolysis, or Skin)
- This is your time to show off your education and expertise
- Build trust by clearly explaining the treatment and answering questions with confidence
- The goal is for the client to feel informed, confident, and in safe hands

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4. EDUCATE SIMPLY

- Avoid jargon (translate science words into every day language)
- Position yourself as a guide, not a lecturer.

✗ **Lecturer:** *"Ingrown hairs are typically caused by improper hair removal methods and are more common in individuals with curly hair, where the hair naturally grows back into the skin, leading to inflammation and post-inflammatory hyperpigmentation."*

✓ **Guide:** *"Ingrowns usually happen from shaving and waxing, which irritates the skin. They're also more common if your hair is curly, as it tends to grow back into the skin. The good news is that laser helps prevent this by reducing the hair growth itself and minimising irritation."*

5. REASSURE KEY CONCERNS

- **Pain** = *"Please communicate with me throughout the treatment. If you feel any pain or discomfort, I'll adjust the settings immediately to keep you comfortable."*
- **Safety** = "You're in safe hands, our technology is medically backed, and I'm fully qualified and experienced."
- **Hygiene** = Ensure the room is clean, organised, and sanitary (bins empty, surfaces neat)
  - Always sanitise the handpiece in front of the client
  - Say: *"We sanitise with 70% alcohol after every treatment, and again in front of our clients for your peace of mind."*
- **Results** = Ask: *"How have your results been since your last treatment?"*

6. RECOMMEND WITH CONFIDENCE (NOT PRESSURE)

- Link recommendations directly to their concerns.
- Use phrases like: "Based on what you've shared, XYZ would be the most effective option."

7. TONE OF VOICE GUIDELINES

Desired Tone	Avoid
• Warm, calm, & confident. • Reassuring, not overpowering.	• Sounding rushed - creates anxiety. • Sounding transactional - reduces trust. • Overly clinical language - creates distance.

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TLB Standard

Speak like a trusted expert who genuinely cares, not a salesperson or technician.

8.HANDLING OBJECTIONS

Objections are not rejections, they are requests for reassurance.

Price Concerns

Shift the focus to:

- Long-term savings vs shaving/waxing
- Convenience & confidence
- Lifelong investment

> Example: *"Most of our clients find that Laser Hair Removal actually saves them time and money in the long-term."*

Needs To Consider

Client: *"I need to think about it"*

- Clarify the hesitation: "Is it the results, safety, or cost you're concerned about?"

Pain Concerns

Normalise & reassure:

- "Most clients describe the feeling of laser hair removal as very manageable."
- Emphasise the adjustable settings if client is uncomfortable.

9. BODY LANGUAGE

Non-verbal communication = trust builder or trust breaker

Best Practice

- Open posture (never closed off)
- Consistent, natural eye contact.
- Nod & respond to show active listening.

Avoid

- Multitasking while the client speaks.
- Looking distracted or disengaged.

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10. TREATMENT ROOM COMMUNICATION

This is where reassurance turns into experience + trust reinforcement

Before Treatment

- Confirm comfort: “Are you feeling okay? Ready to begin?”

During Treatment

- Keep communication light but reassuring: “You might feel a slight warmth here” and check in with the client without over-talking

After Treatment

- Explain aftercare clearly & simply
- Avoid overwhelming the client with too much information

11. CLOSING OFF THE CLIENT

This is your opportunity to make them into a loyal client

Reinforce Positivity

- Highlight what went well: “You did so well today”

Confirm Next Steps Clearly

- Guide them to their next booking: “Your next session should be in 3-4 weeks”

Opportunity to Upsell Products & Services

- Always link recommendations to the client’s specific concern or goal
- Position it as enhancing results, not an extra sale
- Use confident language: “I’d recommend…”
- Keep it simple and relevant (don’t overload options)
- Highlight long-term value and results
- Personalise every recommendation
- Keep it educational, not pushy
- Reinforce that it’s part of a complete treatment plan
- Always leave the client feeling guided and taken care of, not sold to

End With Warmth

- Make the client feel valued and excited to return

Example: *“We can’t wait to see your results. See you at your next session!”*

12. GOLDEN RULES

These Are Non-negotiables at TLB:

- Never rush explanations - clarity builds trust
- Never pressure the sell - trust converts better than force
- Always reassure before recommending - reduces resistance
- Always keep the client in control - empowers decision-making

13. FINAL TAKEAWAY

Every interaction should move the client forward in their journey:

Uncertainty → Clarity → Confidence → Commitment

When done correctly, communication doesn't just support the treatment, it becomes the reason clients trust, return, and refer.

4.4 HANDLING DIFFICULT CLIENTS PROFESSIONALLY

At The Laser Beautique , every client interaction should be handled with professionalism,patience and empathy-especially when a client is unhappy,frustrated or difficult to communicate with.A challenging interaction should never become personal.Our goal is to understand the client's concern, find an appropriate solution and maintain the professional standards of TLB.

Remain Calm and Professional

When dealing with an upset client, remain calm regardless of the client's tone or behavior.

- Never Argue, raise your voice or become defensive.
- Maintain a respectful and professional tone.
- Allow the client to explain their concern without interrupting.
- Avoid taking the complaint personally.
- Remember that the client may be frustrated with the situation rather than with you personally.

Professional Approach: "I understand that you're frustrated and I'm here to help. Let me understand exactly what happened so that I can see how we can assist you".

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Listen Before Responding

One of the most important steps when handling a difficult client is to **listen fully before providing a solution.**

Give the client an opportunity to explain:

- What happened?
- What were they expecting?
- What specifically are they unhappy about?
- What outcome were they hoping for?

Avoid immediately explaining why something happened.
The client needs to feel heard.

Instead of: “That’s not what happened”

Say: “I understand what you’re saying, let me check with our therapist so I can make sure I have the full picture”

Show Empathy Without Automatically Accepting Blame.

Empathy does not mean admitting fault.
You can acknowledge how the client feels without making promises or accepting responsibility before the facts have been established.

Examples: “I completely understand why that would be frustrating”.

“ I’m sorry that your experience has left you feeling this way”
“ I can understand your concern, and I’d like to see how we can assist”

Avoid statements such as:
“You’re right ,we messed up.
“ It was definitely our fault”
“ I promise this will never happen again”

Only accept responsibility when the facts have been established and you are authorised to do so.

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Clarify the Situation

Before offering a solution, establish the facts. Check the client's:

- Treatment history
- Previous consultations
- Notes on their profiles
- Bookings and confirmations
- Payments and Packages
- Previous communication
- Treatment settings or relevant therapist notes
- Any previous complaints or concerns.

This ensures that the response is based on accurate information rather than assumptions.

Explain Clearly and Honestly

When explaining a treatment, booking, pricing or policy concern, use language that the client can easily understand. Avoid overly technical explanantions or making unrealistic promises. For laser treatments, remember that results can vary between clients, depending on factors such as hair, skin characteristics, treatment consistency and individual response.

The aim is to educate the client while managing expectations realistically.

Example: " I completely understand that you were expecting a certain result, laser results can vary from person to person so I'd like to review your treatment history and discuss your progress with you before recommending the next step."

Offer a Solution Where Possible

Whenever possible, move the conversation from the problem to the solution. Depending on the situation, this could involve:

- Rebooking the client
- Arranging a consultation
- Reviewing their treatment plan
- Escalating the matter to a manager or Support Office
- Clarify any misunderstandings
- Correcting an administrative error
- Offering appropriate alternatives within the TLB policy

Do not offer discounts, refunds, free treatments or other forms of compensation, without following the appropriate approval process.

Know When to Escalate

Not every complaint should be resolved by the therapist or front -desk team member. Higher-level complaints need to be reported to Support Office

Escalate when:

- The client requests to speak to managment.
- The complaint involves a serious service issue
- There is a disagreemet regarding payment or refunds
- The client threatens legal action or formal complaints
- The client alleges inappropriate or unprofessional conduct
- The client remains disatisfied after reasonable assistance has been provided
- The sitaution becomes agressive or abusive

A complaint being escalated is not failure . Sometimes the most professional response is knowing when to involve the appropriate person.

Set Professional Boundaries

TLB employees should always remain respectful, but professionalism also means maintaining boundaries. If a client becomes verbally abusive, threatening or disrespectful, calmly establish the boundary.

Example: “I genuinely want to assist you and resolve the concern but I need us to communicate respectfully so that I can help you”.

If the behaviour continues: “I understand that you are upset, however I cannot continue the conversation while being spoken to in this manner. I would be happy to escalate this to management so that we can assist you further”.

Never respond to aggression with aggression.

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Never Argue With a Client

Even when you know the client is incorrect, avoid trying to “win” the conversation. The objective is not to prove who is right, the objective is to resolve the concern professionally.

Instead of : “ You clearly did not read the policy”
Say: “Let me explain the policy and how it applies to your booking”

Document the Interaction

Any significant complaint or difficult interaction should be documented accurately on the clients profile or through the appropriate internal process.
Record:

- Date and time
- Nature of the complaint
- Relevant facts
- What was communicated to the client
- Action taken
- Any escalation
- Follow up required

Documentation protects both the client and the business and ensures that future staff members have the correct information.

Follow Up

When appropriate , follow up with the client after the issue has been addressed. A simple follow up can make a significant difference :

Hi [Client Name], I just wanted to follow up regarding your recent concern and make sure everything has been resolved to your satisfaction. Please let us know if there is anything further we can assist you with”
This demonstrates that TLB genuinely values the clients relationship.

STAY CALM , STAY PROFESSIONAL, LISTEN FIRST, NEVER MAKE PROMISES YOU CANNOT KEEP, PROTECT THE CLIENT RELATIONSHIP WHILE ALSO PROTECTING TLB’S STANDARDS AND POLICIES.

4.5 HYGIENE STANDARDS

At the Laser Beautique, maintaining high hygiene standards are essential for protecting our clients, preventing cross-contamination, ensuring treatment safety, and maintaining a professional clinic environment.

Every team member is responsible for keeping treatment rooms, equipment, treatment beds, towels, linen, bathrooms, and common areas clean, sanitised and organised. Hands must be cleaned before and after every client, disposable items must be used correctly and discarded appropriately, equipment and treatment surfaces must be cleaned and disinfected between all clients accroding to TLB procedures. Fresh towels and linen must be used and treatment rooms should be fully reset and ready before the next client.

Good Hygiene not only protects clients and therapists, but also builds trust, confidence, and reflects the professional standards and reputation of The Laser Beautique.

Cleanliness creates confidence, hygiene creates safety and consistency creates trust.