

GMCP Ep. 030 - Joey Coleman on Retaining Customers and Creating Amazing Client Experiences

[INTRO MUSIC]

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

JACK: Well welcome to another episode of the [Grow My Clinic Podcast](#). My name is Jack O'Brien your host and today we have a very special guest. We have with us Joey Coleman. Joey how are you today?

JOEY: I am fantastic. Thanks so much for having me on the show Jack! I really appreciate it.

JACK: Our pleasure! This is going to be a lot of fun. So, for those who are unfamiliar, Joey is an author, and speaker, and an expert in all things client experience. He has recently released a book [Never Lose a Customer Again](#), has created courses around the client experience and customer service, and all sorts of things.

So, as we dig in to this interview, you are going to learn plenty around what it means to retain clients, create amazing experiences to help you grow your clinic and as the book says, "Never lose a customer again." Joey, the first question that I wanted to ask you today on the podcast was what has changed in the last 12 months. In your understanding of client experience, what made you change your updated?

JOEY: Well, I think a couple of things. I think with each passing month, more and more people are becoming focused on the customer experience or the client experience, or the patient experience. And when I say more and more people, I mean not only on the client side, but on the organizational side.

I believe that if we look historically what has happened over the last 40 years, you know, first there was this raise tab-- everything be the lowest possible price. Then there was this raised tab - everything be the highest possible quality.

And then there, we came back to price again and made the price even lower with the high quality. And then everything was about 24/7, 365 accessibility. And so what

is left is that there is not a lot to differentiate yourself from the competition when you look at price or quality or accessibility. The patient or the customer or the client kind of expects that it is going to be a great quality experience at the lowest possible price whenever they want it.

So what is left for us to differentiate on is the experience that our clients have. And so, I think what I have seen in the last year is more and more companies paying attention to the client experience. More companies are making that a focus, not only of where they put their investments of dollars but at least in the United States, and I think we are seeing this in an Australia and New Zealand as well. More companies kind of creating someone that is the head of client experience or a client experience officer of some sort or director. And as a result, it seems like more organizations are paying attention to it and making it a focus and something that they measure.

JACK: It is interesting you mentioned that. We had just recently renamed our admin team. So in most clinics, in most businesses here in the health space, we would have a therapist team that deliver the service and an administrative team, the receptionist and bookkeepers that keep everything going on behind the scenes. We renamed our admin team to our Client Experience Officers. They are the CEOs of our business.

JOEY: I love it. I love it. Well it is, it so fascinating that you did that Jack because names matter, right? With all due respect to everyone that works in an administrative job, the title administrative is not really the sexiest title in the world and it kind of implies, I think, by the very nature of the language, that it is the last important task or it is a more monotonous task or more rote task for someone who do when to your point, that is a front line of a client experience.

These are the people that, I would posit, maybe even more than the therapist, than the doctors and the dietitians and the chiro and everybody else who is working in a clinic environment. You know, the person who answers the phone and books the appointment and takes your payment and makes sure you are scheduled for the next appointment, lots of times you are having a more honest and frank and detailed conversation with them than you are with the medical professional, who is actually providing the care. So, yeah, I love it, that you have kind of rebranded. If I may ask what has been the reaction with the team. How have they responded?

JACK: Yeah, that has been the biggest learning for me is the - you know they have taken a deep breath. Their chest is puffed out, and we are into it so that their role is like you said, as, if not more important than the therapist. The therapists deliver the outcomes, but what was the admin team? They deliver the experiences which we are finding more and more in the healthcare actually, Joey, the experience matters more than what a therapist does with their hands. So, yes, they have got a smile in their face that spring on this, that spring on this step. It has really changed the whole demeanor and it means they are now empowered to be able to create amazing experiences and engage with our clients.

JOEY: I love it. I love it. And you bring up the next point Jack. I think at the end of the day, most human beings, regardless of what the industry you are in, regardless of where you operate around the world, most human beings are actually willing to give you the benefit of the doubt. They are willing to kind of stay and try harder and you know, continue to come to therapy and continue to come to treatments as long as the experience is positive. If the experience is negative, then I do not want to be part of it anymore.

I did an experience recently where something went very poorly with the vendor that I was working with. And they were trying to help me do something, and the fact that they stayed positive and they kept trying to do their best made me feel like, even though I did not get the outcome I desired, I was still overall okay with it.

I was not ecstatic but I still would have been like a four out of five stars because they kept a positive attitude where is had they did not delivered the outcome and it was a bad experience, well that is when you get one star reviews that are just frustrating as it could be to give than frustrating is can be to receive.

JACK: Yeah. It is true. We know in the health space that perceived indifference is the number one reason that customers leave and we are unable to retain clients and create amazing experiences because of this perceived indifference. The truth is that as health professionals, we all care. Inherently we care about our clients but if we are not systemized in our approach to delivering amazing experiences, there is a perception that we do not care or that we are indifferent about them coming back.

So, I guess I'd loved your take on customer service versus clients experience. Typically, we have had customer service department; what is the change on the shifting mindset needed to get away from customer service?

JOEY: Well, I think the challenge is, and customer experiencing customer service are used by a lot of people interchangeably. They think they mean the same things. So, I can understand why that is the case. I personally see them very differently. I see customer experience as being a proactive activity. An activity that does its best to anticipate the type of feeling you want your customer to have at every touch point. I view customer service as being a bit more reactive. Customer service is usually who you talk to when something has not gone as planned.

So, I think if it is the organizations orient themselves towards customer service as oppose to customer experience, it is almost as if there is an expectation that we are here to respond when you call. As oppose to customer experience being we are here to reach out to you before you call to make sure you are feeling good.

So, to me that is kind of the difference and that also goes back to that idea, what is changing and where do I think the shifts are happening. I think more organizations are being cognizant of the importance of customer experience over customer service. Both are important but they are increasingly putting more status or more importance on customer experience.

JACK: Yeah, okay. That makes sense. So if we are going to put more emphasis on customer experience, we are going to need a system around it and your booking, your teachings really encapsulate this really well. The first hundred days is kind of your trademark approach. Can you speak to the health industry specifically and is the first 100 days, is that just an arbitrary figure or do you think actually that is really relevant for something like the health space?

JOEY: It is not the just the catchy name or an arbitrary figure. It is really based on a lot of research. And I know, I am speaking to medical professionals who empirical researches the good way to point to why we should follow a certain practice or a certain approach to handling a situation. What I did was I researched organizations around the world - small, medium, and large companies and pretty much every industry you can imagine including the health space.

And what I have found is the typical new patient or a new client will decide to stop doing business with you, to end the treatment, to not come back for more prior to the 100th day anniversary. Now, again, depending on the business and depending on what you are actually offering, that ranges between somewhere between 20 and

70 percent of all new customers will decide to quit you in business with you before the 100th day anniversary which is staggering to me.

This is really the genesis of both my speaking on this topic and working and researching in this topic and writing on this topic and consulting on it, is that there is this huge gaping hole in most businesses today that no one is addressing.

If you go on the Amazon and search all the books that have been written on sale and all the books that have been written on marketing and you add them all together, you get about 1.3 million and change. If you search for all the books that deal with what happened after the sale, customer service, customer experience, account management, customer relationship management, all the different catch phrases that you might come up with and you add all those of those hits together, you get 30,000. So that is about 42, 43 to 1 ratio and that is how most businesses approach this as well. They spend so much time on marketing and sales, and very little time on what happens after the sale. Which is why I like to focus on first hundred days because the research also shows that if you can get today 101, then the typical business they will stay for five years.

Now, in the full - in interests to full disclosure in the physio space or you know some of the spaces that your listeners work in, that may not be as applicable. We kind of shift between if somebody is for coming care and an outcome based on an injury; we do not necessarily want them to still be working on that injury five years later. Hopefully we have found a better job [inaudible].

What if they are coming for maintenance or ongoing conversations in a chiropractics setting or in a dietician setting? Well then, we actually do want a long term relationship and I will argue even in the physio context, we actually want a long term relationship even if we are not seeing them for that original injury or situation that we first saw them for. And that is where retention really has incredible opportunity in the healthcare space because the fact that matters is humans will find themselves injured again.

They will find themselves needing care again or even more importantly they will have a colleague or a friend or a family member and that is where businesses can really grow because we get to spend less time and money and effort on marketing and sales because our patients or our clients become our sales force for us, referring new business opportunities.

JACK: Sure. So what you are saying now is if we can get a first 100 days right in a health care setting, we can get amazing outcomes in that episode or injury. That patient or that client then knows that we are their trusted adviser and they are going to come back, so we do not need to invest more money remarketing to them at future episodes. And they are going to refer and essentially be advocates for us as they pass through the eight phases. Is that what you are saying?

JOEY: Absolutely, absolutely. I mean just randomly and often, an incident I had just an hour before our call, I found myself on the phone with a doctor who is an orthopedist specializing in hand injuries. So about three years ago I broke my thumb skiing. I walked around with it broken for over a month, before I realize it was broken which is either speaks to my level of intelligence or my pain threshold. Depending on who you ask, I ski one way or the other, but I called him back because I injured my elbow this past weekend. And without considering anyone else, without even considering cause I know he is a hand specialist. I even called his assistant and I said, "It is a little further up the hand, the injury it is the elbow. Is that still acceptable?" And she started laughing and she said, "Absolutely. He is happy to see you."

And so he did not spend any time marketing to me. He had created an amazing experience back before. And it has been three years since I have spoken to him or he had spoken to me, and yet I immediately remembered who he was, where he was based, called and was able to get an appointment. And because I was an existing patient, they rushed me in. I am going to be seeing them tomorrow and as opposed to when I called the main number to book they told me it will be two weeks.

So again, the experience was different once I was dealing with his people who knew me and had a relationship, even though it was three years ago. Which is why I put the emphasis idea on the eight phases of the customer journey and walking them through those phases so that you really establish the type of relationship that will stand the test of time.

JACK: Sure. Let us dive into these eight phases and perhaps how we can look at systemizing them and creating regular moments of surprise and delight for our clients and patients. So what are some of these eight phases?

JOEY: Absolutely. So why don't we do this. So I will give you a quick overview of all eight and then you can decide Jack which ones you want to dive deeper into in the

context of our story. So for everyone listening, there are eight phases. They all start with the letter A. So you are not mishearing it, hopefully not overly confusing. But the goal is if you get all these phases right, your customers, your patients are giving you high marks and so, you are getting straight A's and doing well.

The first phase is Assess. This is where the prospect considers whether or not they want to do business with you. I kind of consider this day 0 because it is however much time you spend marketing and selling to them before they actually shift from being a prospect to a customer.

That happens in phase two when they Admit that they have a problem and believe that you are the one that can help them with it. So this is the beginning of the first hundred days process. It is when they admit, they enter that phase and now the relationship has begun.

Then we go to phase three which is Affirm. Almost immediately after they've made the decision to work with you, they then begin to doubt the decision that they just made, right. This is in common parlance, buyer's remorse. When they are not feeling good about the decision they just made and we need to reinforce that they have made a good choice.

We then move to phase four, Activate. I called this "activate" because you need to energize the relationship as you formally start to work together. So, in a medical setting, this might be their first visit to come and meet the physician or the person they are meeting with from the medical team. This is the beginning of the relationship officially.

Then we come to phase five, Acclimate. Acclimate can be a rather long phase and frankly this is the phase usually where most businesses fall apart. And this is after that first interaction. What are you doing to acclimate them to your way of doing business? To hold your hand, to walk them through the necessary number of visits or steps, or medications or treatments that they are going to need? How are you making sure that they are fully informed and taken care of every step along the way?

Then we come to phase six, Accomplish. Anytime, a patient or a client decides to do business with you, they have a goal in mind from the moment they decide to start working with you. Accomplish is when they actually achieve that goal. Now, the

problem is most businesses do not take the time to ask their clients what they are trying to accomplish nor did they track their progress towards it.

So as a result they do not get to celebrate their accomplishment which is a problem because unless the client accomplishes their goal, they do not get the chance to move to phase seven, Adopt. This is where the client says, "I am loyal to you. I have adopted the relationship. I am going to be committed to you and your brand going forward."

And then, and only then can we get them to phase eight, the final phase, Advocate. When the customer or the client becomes a raving fan, referring their friends and colleagues to you. So, those are the eight phases. Depending on your business, they may happen within the first hundred days or not.

But what we know about the first hundred days is that period of time is more of this positive to the lifetime value of the client than any other period of time and relationship, which is why we want to focus on those eight phases and make sure that there is a system to navigate the clients through that.

JACK: Okay. Fantastic. And I think the hundred days really is the right timeline. Deliberately thought for health care, we often speak about tissues taking 12 weeks, so three months to heal, so we are right on the money there. Let us lean into a couple of these phases that I think are really relevant.

As we go from phase two to phase three, so phase two being "Admit" where patients or clients realize they have a problem and that we can solve it, they often make an appointment. And then, there is the affirm phase, so there is often a delay right? You are making appointments which is in weeks time.

And so, there is a week and seven days in the middle there, where patients have the opportunity to regret their appointment, to think about a different type of service or a different practitioner. What can we do in the health setting between that time of making the appointment to the time of attending the appointment? What are some options for health clinic owners to adopt?

JOEY: I think that the main thing that health clinic owners can do is recognize that their patients or their clients are busy people, much like the clinic operators, and they are caught up in other things. So what we want to do is remind them of the

upcoming appointment in a way that does not feel overly pestering but lets them know we are excited.

So what normally happens is the reminder is an automated email or an automated text message or maybe even a phone call, but usually the tone of it is more like "Hey! You better remember you have an appointment" or "Are you going to be there or not, because if you are not, our doctor's time is valuable we need to cancel the appointment."

I have been on the receiving of those types of calls. Instead, I think the message should be more along the lines of, "We understand that you are in pain, we are ready and preparing ourselves to be ready to welcome you to the practice. The doctor is going to take great care of you. We are going to be able to do the diagnosis on your first visit. And at the end of your first visit, you will have a treatment protocol that will be ready to start working on so we can get you better and back up and running as quickly as possible."

Just that positive reinforcement of what the intention is, is one of healing, is one of care, is one of personal focus, that type of messaging coming through in a confirmation email of an appointment, really sets the tone for what the client can expect when they actually show up for their first appointment.

JACK: Yeah. I totally agree. We found in our experience that effectively it primes the patient for a great experience. They end up with better outcomes at the back end. And they are more likely to take on your suggestions, your diagnosis, your treatment advice. Absolutely you can use that opportunity to be transactional and remind them of an appointment or you can prime them - set their expectations, help them feel at ease, right?

JOEY: Great! Absolutely, in fact in the book, in my book "Never Lose a Customer Again," the very first example I give is from a dentist and one of the great things, and there is a reason why I chose this as the first example because with all due respect folks in the healthcare profession, if a dentist can create a remarkable customer experience, no one else has an excuse, right? You know? But what I love about what this dentist does is you fill out all of the paperwork in advance of your appointment.

And it is so nice because we have all had the situation-- even in the appointment I just booked, they said "Make sure you come 15 minutes early to do the paperwork.

And although I am happy to do that right and that is fine, if they would have said “Can we email you the paper works so you can complete it online and in advance of the appointment.” Oh then, I can do it in the middle of the night between phone calls, or while I am waiting for dinner. Whatever is happening in my life and I have some down time, I could do it and answer it that way, plus then it is electronic.

So, I think there are opportunities for you to use these gaps, these time periods to actually accomplish the things you want done. Plus doesn't that make for a much better interaction for the medical professional when they can actually read the patient's history and background prior to the meeting as opposed to the four minutes between when the paperwork gets handed in and when they finally get called back to the examination room, trying to cram all that information and try to remember who it is they are about to see.

JACK: Yeah. Absolutely, totally agree. It means that when the patient walks in the front doors, the experience is seamless. There is nothing more to do but sit back and have a glass of Kombucha or coffee and enjoy what might be on the screen while they wait. Interestingly, we refer to our waiting rooms. We think the Clinic Mastery community as welcome rooms.

JOEY: Hmmm, nice!

JACK: We do not want people to wait. We want them to feel-

JOEY: We want them to feel welcomed, exactly. And what I think of most - and I say this is a sweeping stereotype so forgive me if I offend any of the listeners. I think what often happens with medical professionals, and I know this because this happened to me. I am a recovering lawyer.

This happened to me when I was a lawyer, right. Because we are used to working in the space and doing this all day everyday and we are the providers, we forget just how anxious and nervous our patients or clients really are. Because we are thinking, “Oh, you have this injury, I have treated this type of injury a thousand times, I will be able to treat yours as well and we will get you all taken care of.”

When the reality is the client or the patient, this maybe the first they have ever experienced this. And in many scenarios, especially in the healthcare environment, they are in some type of physical pain or physical discomfort.

And so whatever we can do to put ourselves into our patients' shoes and remember that they are in their very heightened emotional state where there are worries, there are fears, there is pain going on and recognize that this just is not the hour appointment before or next one hour appointment. It is an actual human being that is going through a trying time.

And if we can just connect even in the briefest of ways, having a welcome room as opposed to a waiting room, making them feel that when they show up they can just focus on being present and not trying to remember all their insurance information and their billing information and be worrying about how much it is going to cost, and instead be in an environment where it is like you are here to be taken care of.

JACK: Yeah, it is absolutely true. You also touched on a treatment plan - we refer to this as management plans within Clinic Mastery and how having something tangible to take home with them, may it be in paper form, perhaps email, can really help at the end when it comes to the "accomplish" phase.

Can you just speak too, quickly, the different modalities of communication, whether it is email or paper, maybe gifts and how they can play a role in the client journey through 100 days?

JOEY: Absolutely, so I believe there are number of different communication tools you can use to interact with your customers. There are in-person interactions, emails, sending things physically in the post, phone calls, videos, and gifts and presents. Those are kind of the six that I focus on in my practice and in the first hundred days methodology. What I think is often and very overlooked opportunity in this increasingly digital world is to create physical mementos of a visit.

If I was running a healthcare facility - well I understand there is a move away from paper and there is a move towards electronics - in a patient care scenario, I think I will try to give them something printed out, especially if I wanted them to be doing things between now and the next time I saw them.

Invariably, what has happened to me in physio environment is I have gone in and the doctor said, "I want you to do this exercise and this exercise and this." And they showed me in the office and the office it makes perfect sense, I have a clear understanding exactly what I am supposed to do.

And then I get home and my wife will say to me, "Oh, did you get any you know physical therapy or things you are supposed to do between now and your visit next week." And I said, "Yes." "Well what do you suppose to do?" Well then there are three different things. The first one involved me in leaning up against the wall but I don't exactly remember," and suddenly we do not remember, right? Again, we are in heightened stress environment when we are actually in the office.

So, I love the idea of giving a little checklist with the descriptions. Maybe even with some mentions of URLs where they can go see a video of what you are asking them to do but have them almost keep a journal or a little checklist that marks when they did it.

And so that when they come in for their next appointment and you say, "Hey, you were supposed to be doing your stretches three times a day, how did you do?" "Well doc, on four out of five days, I did all three stretches. The other day I only did two." "Oh, great. Now we have a clear understanding of where you would be in the process."

So, I think it is important to not overlook the analog opportunity to communicate. Digital is great, too, and if you want to invest the money in the resources to have a digital tracking and kind of digital reporting on those things, that is great. But do not feel bad if your approach is analog, because that is in every bit as effective.

JACK: Yeah, I love it. And those six different methods of communication are really key. Can you speak to some of the mistakes that businesses make when trying to integrate those different touch points? You know, the physio might pick up the phone, their receptionists are sending out letters but there is this disconnect. How can we overcome that?

JOEY: I think you need strong systems on the back end so that you know everyone who is communicating with your clients and your patients and when those communications are going out. It should be a healthy mix. But if someone does a phone call to the patient to check in, there should be notes recorded in the CRM or in the database so that a letter does not go out the next day that says, "How are you doing?" and then the patient receives it and says, "Why? I just had a phone call and told you how I was doing. Why are you asking how am I doing again? You already know."

Especially this is problematic if the situation is not going well, because if the situation is going well and we get asked again, we often interpret that is, well they are just checking in to make sure you are still making good progress. If the situation is going poorly and we check in again acting as if we did not know that it was not going poorly, it seems like we did not care.

And that gets back to that, you know, the patient feeling neglect or feeling you know insignificant. So I think there is a real opportunity to make sure everyone on the team is on the same page about all of the clients at the same time.

JACK: Hmm, yeah, totally agree. And then once patients or clients move through this phases towards being, you know, accomplishing the goals that they came with and then adopting your business as their trusted advisor and becoming advocates, that journey is really solidified towards the end.

What big mistakes do you say businesses make towards that back end, when you know patients or clients might accomplish what they came for and they adopt the advocate phase, what mistakes do businesses make?

JOEY: I think the two biggest mistakes I see is number one: organizations do not pay attention to whether the accomplish stage has actually been achieved. Now, in a health care setting, it is usually a little different, right? Because it is, "Oh I want to be able to get back on mountain bike again," or "I want to be skiing again."

They usually have some type of a physical thing that they are being hampered from that they want to get back to. "I want to get back to the weight was in college or whatever it may be."

So, there is usually a clear marker and if I were running a health care operation, I would track and record that and make sure that the progress was being made through each visit. And then, I would mark that celebration.

So, let us say the goal is to get back on the mountain bike, I live in Colorado so I'm using a mountain bike example, right? So, let us say the goal is to get back on the mountain bike, then, what I would do is when the patient felt they were able to do it again I would say, "You know what, do me a favor. Text me a photo of you on the mountain bike. I would love to kind of feel like I was there when you are back doing it again."

Then when the patient does that I would print that outright and would hang that in the office. And I would say, "Here is another person that we got back on their bike or here is another person we got back to work or back skiing or back being able to pick up their infant child" or whatever it may be. Whatever their goal was, try to accomplish that.

The second big mistake I see people making is that they try to ask for the referrals too early. They ask for the referral before the goal has been accomplished. I have seen scenarios where going to visit a chiropractor for example, and after two visits they said, "Now, who else do you know that might like to come and get treatments from us."

And I am like, "I am not even sure that I am due the point where I am going to keep coming back. Stop asking too early," right? So those are usually the two biggest mistakes I see - not paying attention to what the goal was and asking too early for the referrals or the long term relationship.

JACK: That is a really good point. Around asking for referrals, you want to do it asap, that point of heightened emotional significance. When they take off the goal and a colleague of mine Brad Beer refers to it as their finish line. When they cross that line, that is when you want to ask for referrals.

And I love the distinction you made there around celebrating patient goals. Out of interest in the health space in Australia and New Zealand, we are not allowed to use testimonials in our marketing. We are not allowed to use those type, but celebrating the stories of clients who achieve their goals is not a testimonial. It is a story, right?

JOEY: Exactly, exactly. And by the way, the best place to tell your stories is not necessarily in a printed magazine or on a radio ad or in the TV commercial, it is in the waiting room or the welcome room of your office, because invariably they might be there with a friend or a colleague.

Plus I would posit that there are some - I have not found enough research that is empirical enough to say this but I have seen anecdotal research and anecdotal data that if you have those type of stories in your lobby, it actually increases the outcomes of your patients because they are in a heightened positive state believing that it is possible. And if it was possible for other patients it will be possible for them as well. So I think there are huge opportunities there.

JACK: I love that. I love that. And Joey, what do you say as a follow up question and look towards wrapping up, what are the hurdles that people need to overcome to get started on designing the first hundred days and having a client experience focus. What is that first hurdle, how to people get started to?

JOEY: I think there is two key hurdles that I hear from folks when they say, "Okay, Joey, I am interested in the idea. Where do I get started? What do I do?" Number one, you know, and I realize it may sound self-serving, go to my website. Buy the book. Go somewhere where you can find out what these bases are.

Learn a little bit more about them so you have a system in process. Surprise and delight is a great way to interact with your patients. But the best way to do it is when it is systematized, when there is a consistent experience across all the touch points, and that is where having a good system will be useful.

The second area that I find that a lot of people struggle with is they are asking their teams to create this world-class amazing customer experiences when their employees do not know what that experience looks or feels like themselves.

Very brief story, I was involved in a situation recently where I was talking to an entire company and the CEO told me, "Joey, we want a Ritz Carlton first class white glove experience." I said, "Great! I got the whole team in a room." I said "Before we get started, who has heard the CEO talk about the Ritz Carlton, first class, white glove experience?" and all the hands go up. I said, "Fantastic. Out of curiosity, how many of you have ever flown first class?" None of the employees have ever flown first class.

"How many of you have ever stayed at the Ritz Carlton?" None of the employees have ever been in in a Ritz Carlton let alone spent the night. "Last question: how many of you have ever had a meal where the food was delivered by a waiter wearing white gloves?" Again, no hands went up.

I turn to the CEO and I said, "It is very, very difficult to ask our employees to create world class experiences when they have never had one themselves." So the best thing I think the employers can do is make sure that your employees have a context for the type of experience you are asking them to create.

JACK: Wow, that is fascinating. We often talk within Clinic Mastery of the business owners needs to look after the team who looks after the clients. And it really is implicit on us as clinic owners to give our team incredible experiences so that then they can translate that down to our clients.

And the first hurdle that you mentioned, inside the Business Academy we have all the systems and resources to create amazing experiences regularly. We have a systemized random acknowledgment spreadsheet. So it appears random and surprise and delightful clients but yet it is systemized so that nothing falls through the cracks and all the details are always taken care of.

I know you said it was self serving, let me take that off your plate. For listeners, you need to go on joeycoleman.com and read everything on that website and the book [*Never Lose a Customer Again*](#). Joey what is the best place for our listeners to find out the book?

JOEY: The best place I think to find the book, it is available at bookstores everywhere around the world. Amazon is great, they will get it to you quickly. But it is available at all the major publishers and retailers.

There is also an audio book so I always mention that when I am on a podcast, because if you enjoyed listening to my voice, if you go to [Audible](#), you can download the audio book. And I actually narrate the entire book, so it is me telling story after story of 46 different case studies on the book of companies small, medium, and large from around the world that create remarkable experiences for their customers.

JACK: Yeah, and there is a lot of health care examples in there and in the health space, that bricks-and-mortar, service-based, small business environment. And let me say, the book is an experience in itself. There are all sorts of little elements that pop up along the way.

Joey, thank you so much for your time. Listeners make sure you check out joeycoleman.com and find the book [*Never Lose a Customer Again*](#) on Amazon or one of your local bookstores.

If you like the notes from this podcast episode, you can head to www.clinicmastery.com/podcast. You will find the episode with Joey there.

Joey, thank you so much for your time today.

JOEY: Thank you Jack, it was my pleasure. Thanks everyone for listening along as well.

JACK: And we look forward to bring you another episode really soon.

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experience to grow your clinic.

[OUTRO MUSIC]