

093 - Client Experience Lessons From Other Industries

[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 back to another episode of the [Grow My Clinic](#) podcast. My name is Jack O'Brien. Lovely to join your earbuds again today, and perhaps your car speaker or wherever you are tuning in to this. I have Benjamin Lynch with me. Benny, how are you today, mate?

BEN: I am doing fantastic and really well. There should be a warning and disclaimer. If you're running on a treadmill right now, you might just want to stop and listen. We're not taking any injury claims here, Jack, if people are listening in while they're exercising but good on you for multitasking.

JACK: Yes, that's it. Now, we're cracking into a new flavor of episode, a new style here with a few different segments. So, for those playing along at home, today we are talking about a client experience we have each recently been a recipient of and also a learning, a resource, book, video or something like that for the listeners to be able to go and experience for themselves. Ben, I delightfully received a video from you on the weekend about a café experience. It's always cafés. But please, enlighten us.

BEN: I know I need a bit more variety, I think. Well, I have variety in the cafés I go to, but they're often café stories. This is quite an interesting one because it was good and it had a lot of opportunity. So, I sent you a video through Instagram DM because I had to tell someone.

I was flicking through Instagram and I saw a local café in Adelaide had posted a picture of their coffee list. No joke, it rivaled a wine list at a restaurant, like it was quite detailed; there was a lot of options. I saw on there a particular coffee. It's called the Panama Geisha. It's one of my favorite coffees, probably the favorite coffee and it's rare as hen's eggs. So, I saw it and I was like, "We've got to go and get this coffee."

So me and my wife, we went out and got coffee.

JACK: Sorry, Ben. My wife and I.

BEN: My wife and I. Look, you know, spelling and grammar isn't my thing. I think we did this on a previous podcast. I can hear the words of my English teacher saying, "You're hopeless. You'll always be written through in my head."

Anyway. So my wife and I, we went, I walked up to the bar and I saw the coffee list. I was like, "Great. It's on there." Then I saw the price.

Now I get an espresso short black. It's the shortest amount of coffee you can pretty much get, unless you get a ristretto which is about 15mL of coffee. So, it's about 30mL of coffee. Jack, it was 24 AUD. I mean I had a coffee in Switzerland once. That was 10 AUD and I was gawking at that.

There was one in St. Mark Square in Venice that was \$20, at least you had the atmosphere. But this was 24 AUD. Well, I was already at the bar. I committed. I bought it and I bought my wife a filtered coffee for 12 AUD. 36 AUD drained on two coffees.

Now, you might be thinking I'm an idiot or I should sell coffee to Ben because that's a lucrative business. I bought it and it was delicious. It was great and I'm happy to pay that amount every now and then for a coffee that's really worth it. What was lacking though was the experience around it.

For mine, Jack, when I've had a good barista—and this is the same. You can apply this in your own business, say for podiatrists who are selling a high ticket item like orthotics; physios who might be selling a package of classes - like when you're selling high ticket items let's say, I think there needs to be an extra level of service, education, and communication to be delivered. I was a little left wondering because I've just dropped 24 AUD on an espresso.

JACK: It took you a dollar per mL.

BEN: It really is. It's phenomenal. I later found out that it was about 400 AUD a kilo, the coffee.

Anyway, I had this coffee but it was like, "Oh yeah, look. You taste a bit of pineapple, and earl grey and some of these stone fruits. Let us know how it goes." That was the extent of it.

They didn't even sit you down and find out about your interest, really talk you through the growing process, how they went about making it, because no one else there is really buying a 24 AUD coffee. It's the higher end of the spectrum. Most people are just getting a latte and they've just probably give the run-in-the-mill bean.

But I was actually a little bit disappointed around the education of the coffee I was about to drink, and the checking in with me throughout the drinking process. I am sounding like a real coffee snob and I am. I'm not going to deny that, but it's one of the pleasures that I have, and I think what I am extrapolating here is the lesson that you give the education, give the time of day and the follow up.

Find out what they want, why they picked it and educate them on that. That would have made a huge difference to me, and even maybe throwing something a little bit extra. But, for dropping that amount of money, there was a lot to left to be decided really on their communication around it and delivery of it. I was expecting a bit more of a ceremony. That was my experience.

JACK: It's funny. Almost all that you've commented on there, Ben, had nothing to do with the actual product. You said the coffee was amazing but the perception of value, and your likelihood of going back there has largely nothing to do with the quality of the product but all around the experience.

BEN: Yes, and if they've just delivered that even better, I probably would be like, "Alright. Let's go back next week." But I was kind of like, "Oh, you know if I really want that coffee, I'll go back in maybe a month or so," otherwise you'll go broke pretty quickly if you spend 24 AUD on coffee, on an espresso regularly. That's my experience. What about you, Jack?

JACK: Yes. Well, I've got experiences coming out my ears, Ben. I was just back from a couple of days away with my family and I was just soaking up all of the experiences along the way. It's funny how it's been a self-fulfilling prophecy. I've got a podcast to talk about experiences. [Inaudible] experiences at the risk of defaming any institutions that we've visited.

We visited a zoo. I'm not going to speak about the experience but suffice to say, we probably won't go back. It was quite a disappointing and underwhelming experience. Again, for the dollars invested in it, obviously if the price was different, your expectations of experience are different.

So we went to a zoo to have an interesting experience. The hotel there was actually in a caravan park, in this instance that we stayed at. Beautiful location, private beach. It was a lovely caravan park, with big water feature for the kids, all these things. But we sat on the car on the drive home and I said to my wife, "Do you think we'll go back there?" We both looked at each other and we didn't hate the experience. We didn't love the experience. We were just indifferent. It's the indifference. For me, you should either be hot or cold but don't be lukewarm.

You know what was the experience of the accommodation? It was the rules and the paper that they gave us.

Now, I'm largely a huge fan of technology and paperless environments. But, I appreciate the need for some paper-based things in a caravan park. There's a map. There was nineteen pages, I kid you not. Not exaggerating, nineteen pages of rules for this caravan park—booklets, flyers, folders in different sizes and it was just overwhelm.

So I think there's a real lesson in that for clinics because on a whim, most clinics provide a welcome pack or new client induction folder. You've got to get the balance right. There's an element there where it's required but not overboard. But the caravan park, Ben, is not the experience I want to talk about. What I did want to talk about was a culinary experience or a contrast, a juxtaposition if you will, of a culinary experience.

My wife is a celiac. She needs everything completely gluten-free, not contaminated or cross-contaminated. It's quite a debacle to try and get food out. It's a bit of an adventure. The region that we were in on the Australian South Coast of New South Wales, there's two very reputable gluten-free pastry and bakery chefs.

We went to experience both of them. One had a café. It was a restaurant. The food was amazing. The other, she doesn't actually have an eating experience. She's got a kitchen at the back of her house.

Let me talk to you about the second one. So, she works from the back of her house. She's got a massive social media following and she doesn't sell retail.

She just does events catering and large scale things. But once a week or so, she has a little bit of excess and she sells these chocolate eclairs and caramel tarts. I had a mushroom tart, Ben, no mushroom to speak of, but just fluffy short, very buttery shortbread, gluten-free.

She has these overflows and she sells them on social media. It's like the dark web of gluten-free, and we got one. Christina, my wife, was on it. She snagged one of these overflow boxes and we went to her house. There was such a mysteriousness around it. It was amazing. We went to a park and we absolutely loved it.

Look, I paid through the nose. We've paid 25 AUD. There was like five or six little gluten-free treat. It was so overpriced but it was totally worth it, and to see the glee in my wife's eye was priceless. Contrast this Ben to the café, the tangible bricks-and-mortar-café. What an opportunity to wow and exceed expectations.

We walked in and there was no talk about gluten-free. Again, like you say, it's a little clique-y community, "Oh, do you have celiac disease?" or "Are you just intolerant?" "Tell us about your journey." There was none of that conversation. The food was delectable, but it was regular, might I say, commodity tomato sauce. It wasn't a fancy sauce. It was bland, indifferent, and our talk away from that one will go, "Would we come back? Probably not." Indifference.

BEN: Yeah, right.

JACK: So, the contrast of those two gluten-free experiences was mind-blowing and again, there was nothing with the food because they both tasted amazing. There we go.

Now, my learning have been in a way-- I have lots to read and to consume. It's hard to choose but I would say at the moment, I am reading a book by Brene Brown called "[Dare to Lead](#)."

Brene has one of the top ten most watched TED talks ever on vulnerability and her current book on "Dare to Lead" is not my usual style, Ben. I like Jocko Willink style like, "Let's go extreme ownership and hardcore, navy seal." That's my style of leadership, but Brene is talking about vulnerability, empathy, shame and leading

from heart with courage and it's really challenging my nature, which I love. I love embracing the challenge. So, there's a lot of other resources that I am consuming. I'll say for another episode. Tell me how about you?

BEN: Well, given that we're talking about experiences, I have to say that I put my hands up and say that I'm not perfect at delivering experiences myself. We certainly challenge ourselves to put the systems, and structure around it to provide it. I am mindful that for some people, they've had a bad experience with what we do in some capacity, Jack.

We talk about it, so I realized that it can be a bit rich at times, but there was something that - I was listening to a talk from a fellow speaker, and guys really look up to called Scott Stratten and he was sharing a story that [inaudible] share in time, about the Ritz-Carlton. They have this motto, if you will, which is, "Make It Right or Delight."

Make it right or delight. I think that's something that we've always tried to do when it has gone wrong, because it does! We're humans, we make mistakes, but make it right or delight. Try and be proactive about it. But if it is wrong, make it right and find the opportunity to create systems around it.

So often, if I bring this back to the health industry, you start your business and you do everything for your clients. You go above and beyond. You follow up them up with phone calls or whatever it is. Then you start to employ team members, and you go, "They just don't care as much as I do." The systems are so important around helping standardize the quality of that delivery in finding out your secret sauce dare I say it.

I was so mindful that maybe some people tuning in are going, "You know what? I've had a few café stories now. When are you going to talk about the health industry?" and we will in time. But one of the great lessons I find, Jack, is learning from other industries and you said perfectly that we have the privilege obviously with the podcast and a platform and our messages about client experiences.

So, we are attuned to it everywhere we go. But you can get business learnings from every experience that you have, whether you're at a retail store, a hotel, an airline, or a café. If you own a business, you should be attuned to how you're getting treated everywhere you go, and go, "How could I apply something like this?"

So, I just want to say for those who are maybe thinking “I’ve heard a few café stories. I have heard of your café stories” Learn from other industries. If we just spoke about health professionals, you would only ever do the same. We’d all be the same. We’re looking to challenge and take ourselves out of the comfort zone as our usual reference there, Jack, but I thought I’d mention that.

JACK: I love it, Ben. For those who are listening, probably the next episode I’m going to speak about the Ritz Carlton as the founder Horst Schulze. I don’t know if he’s Austrian or German, but Horst has written a book and I love the way that Horst talks about the client experience of the Ritz-Carlton Hotels.

So get this, I’m going to rant a little bit about Ritz Carlton if I can take the liberty. Their team culture is this: “Ladies and gentlemen serving ladies and gentlemen.” From the bellboy to the general manager, you are a lady or a gentleman. You’re not a bellboy, you’re a gentleman serving ladies and gentlemen.

Not only is it a delight, but I believe they give all the way through to their bellboy a 2000 AUD budget to make it right or delight. They empower that down to the ground level. You don’t need to report. Just make it right for 2000 AUD. I love it.

Well, there you go. We might be talking about Horst’s book. We might even get Horst on as a guest. I’d reckon he’d love the Grow My Clinic Podcast.

We might pull up stumps there, Ben. Thank you for sharing your insights and learnings. Listeners, as always, you can grab any of the resources we’ve spoken about today over at the show notes at www.clinicmastery.com/podcast.

Thank you for tuning in. Thank you for your reviews, ratings and sharing this across all of the socials. We look forward to bringing you another episode again really soon. Bye for now.

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