

Encourage Client Feedback

In order to know if our Clients are happy, the Corporate Office sends an email survey asking them to rate their recent experience at your studio. These results are used to create an overall score for your studio and to determine the Client's likelihood to return.

Here are the questions the Client will be emailed:

1. Based on this visit, how likely are you to recommend us to friends and family?
2. Based on this visit, how likely are you to return to this studio?
3. How would you rate your overall experience?
4. How would you rate the quality and variety of your portraits?
5. Did your photographer work with you to capture great portraits?
6. Did your photographer clearly explain the benefits of purchasing a collection?

It's important that you let the Client know about the survey and encourage them participate. Use a statement something like this to find out about their experience and inform them of the survey.

"Thank you for visiting us today. My goal is to ensure you receive the best service possible. I hope that I have met all of your expectations today. If not, please let me know and I will be happy to work with you to make sure I satisfy all of your needs. Also, you will receive a brief 6 question survey via email shortly. I would appreciate it if you let them know how I did."

The main purpose for telling the Client about the survey is so they will complete it. But also use this as one last opportunity to correct any issues that may have occurred.

Net Promoter Score Metric

Once the Guest has rated your service a Net Promoter Score (NPS) is determined.

- The NPS is a metric based on the fundamental belief that all Clients are divided into 3 primary categories - Promoters, Passives, and Detractors
- Each category is determined by the response to a single Client survey question, "Based on this visit, how likely are you to recommend us to friends and family?"
- The numerically scored response to this question summarizes how a Client evaluates your products, service, and their experience
- Client responses to that single survey question are evaluated on a score of 0 – 10

Response scores are sorted into the following categories:

- **Promoters** (Response scores of 9 – 10) Promoters are loyal supporters of your studio who will return for future visits and also will refer others. These are the Clients you seek. They assist you in building your business and the brand
- **Passives** (Response scores of 7 – 8) Passives are satisfied Clients who may be vulnerable to competitive offerings for quantity, convenience, or price. Passive Clients neither help nor hinder you
- **Detractors** (Response scores of 0 – 6) Detractors are unhappy Clients who generate higher complaints on average and spread negative, brand damaging comments

Each studio is evaluated based on their NPS score, so pay close attention to it. If it's lower than expected, take action immediately.

The key to getting a 10 is to provide great service to every Client and to go out of your way to ensure they are happy before they leave your studio!