

CUSTOMER STORIES: Star Clients

Find out how Kitomba customers are currently using Star Clients to strengthen and grow their businesses.

Setting goals and incentives for your team

One Kitomba customer we spoke to holds a daily staff meeting where her team each print off their **Customer History – One Page** report and physically highlight the star they aim to get for each client that day. They've made a game of it and it has definitely brought out a competitive streak! The most successful team member each week is awarded a prize with a 'more serious' cash bonus awarded to the stand-out team member each month.

Regardless of whether a staff member is junior, intermediate or senior, they're working on a level playing field with Star Clients. Everyone can strive to earn stars for each of their clients and you can measure success on a 'percentage of clients' basis using the **Star Client Report**. You can also see a breakdown of the types of stars within each team member's client base. This is a GREAT tool for individual goal-setting.

Training your staff

A number of businesses currently use star clients to help with team training. Running the **Star Clients report** lets you quickly see which team members have the most full-star clients and highlights team members who may need to up-skill or build confidence in certain areas. For example, product knowledge to support retail sales or techniques for increasing rebooking rates.

Setting your business strategy

In another example, a business owner commented to us that her goal is to create a *service culture* and she uses Star Clients as her measuring stick. By this she means each star represents an important area of service. And to deliver a FULL service, they're constantly striving to introduce clients to "something new" over a nine or ten month period growing them from a 1-star client to a 5-star client. She commented that for the first visit their focus was on getting the client to return and not to alienate them with a hard-sales strategy. So their goal to get the client to return is the re-booking star.

Increasing your earning-power

As one business coach recently commented to us, business owners should first 'look down into their business before looking up at new opportunities'. By this she means taking the time to consider the client sitting in front of you, before spending a lot of time, effort and money on trying to get new clients. The Stars on your client cards give you an instant visual indicator of the opportunities you have in front of you. If you can get a client visiting more regularly or purchasing an additional treatment during their visit, you're instantly increasing your earning power without increasing your marketing spend. Once you've plugged all those productivity gaps, you'll be able to look 'up' at new opportunities from within a healthy, well run business.

How do you use Star Clients? Email your ideas or stories to marketing@kitomba.com