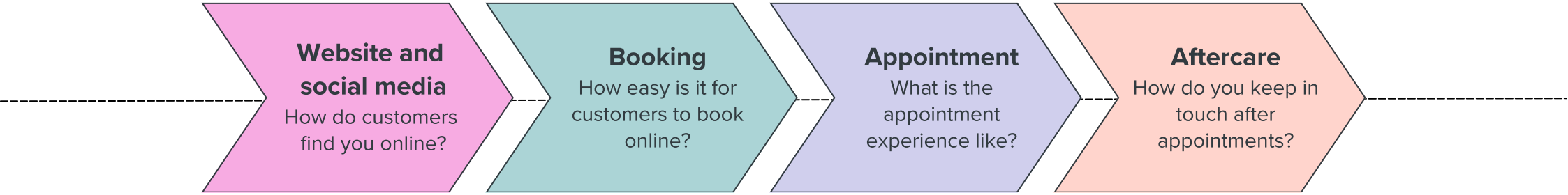
BRAINSTORM WHITEBOARD

Customer Experience Map



How to use these templates:

- Take each stage above and, using the prompts, write down your client experience as honestly as possible.
- Pick one or two things to work on and make that stage better for your clients.
- Keep coming back to the template bit by bit – the goal is progress, not perfection.

Website and social media

Using the prompts on the right, write down how your clients currently use your website and social media

Example:
If you search 'Hairdresser in Chelsea' my website is number one

PROMPTS

Website:
- Is your website easy to find online?
- Is your website easy to use?

Social media:
- Is it easy to find you on Instagram and Facebook?
- What do you share on social media?

Advertising:
- Where and how do you place ads?
- Do you use content like blogs to attract clients?

Referrals and reviews:
- How do you encourage referrals?
- How do you ask for reviews?
- Where do you post reviews?

Booking

How do your clients book an appointment with you?

Example:
I've got a link in my social media bio so my clients can book through Instagram

PROMPTS

Online booking:
- Is your booking link clear on Google, your website and on social media?
- How easy is it to make a booking?
- Is it easy for your clients to join a waitlist?

Services and prices:
- Are prices clear and accurate?
- Do you have an up-to-date and clear service list?

Phone booking:
- Is it easy and convenient for someone to book on the phone?
- Do you have clear instructions on your voicemail?

Confirmation:
- How do you send confirmation messages?
- What information do you share?

Appointment

After booking, what's the appointment experience like for your clients?

Example:
We send out a reminder SMS 48 hours before the appointment

PROMPTS

Appointment reminders:
- What do you put in your reminders?
- How are they sent out?
- How do you follow up on unconfirmed appointments?

Salon experience:
- How do staff get ready for an appointment?
- How are clients welcomed into the salon?
- How do you make sure clients have a consistently good experience?
- Do you take and share before and after photos?

Payments and products:
- How are payments taken?
- How do you upsell tastefully and with relevance?
- What is your rebooking strategy?
- How do you reward loyal clients?

Aftercare

How do you follow up with clients and get them to rebook?

Example:
Client notes are kept in Timely so we can keep track of personal information

PROMPTS

Follow ups:
- When and where do staff write appointment notes?
- What do you include in follow-up messages?
- How do you encourage client reviews?

Rebooking:
- What is your rebooking strategy?
- When do you send out rebooking reminders?
- What do your rebooking reminders say?

Offers and discounts:
- Do you offer discounts?
- Do you do seasonal special offers?
- Do you celebrate clients' anniversaries?
- Do you do SMS campaigns?