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Academy

9 INGREDIENTS TO MASTERING CLIENT JOURNEYS: WELCOME WONDERS & FAREWELL FEATS

Transforming Every Client Interaction from Hello to Goodbye

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Introduction

Welcome Message:

Welcome to "9 Ingredients to Mastering Client Journeys: I call it the Welcome Wonders & Farewell Feats."

This guide provides essential strategies to enhance your client experience by breaking down silos and ensuring every interaction is memorable and impactful.

Your client experience isn't simply just one experience from end to end. If you look at it closely it's actually a series of individual experiences along the customer journey. Let's embark on this journey to transform your client interactions and boost your lead conversion rates.



Such an informative and helpful session about google business profile optimisation. Karl provided firsthand experience of how he achieved this with his own business including critical 'how to's along the way. A great session thank you Karl!

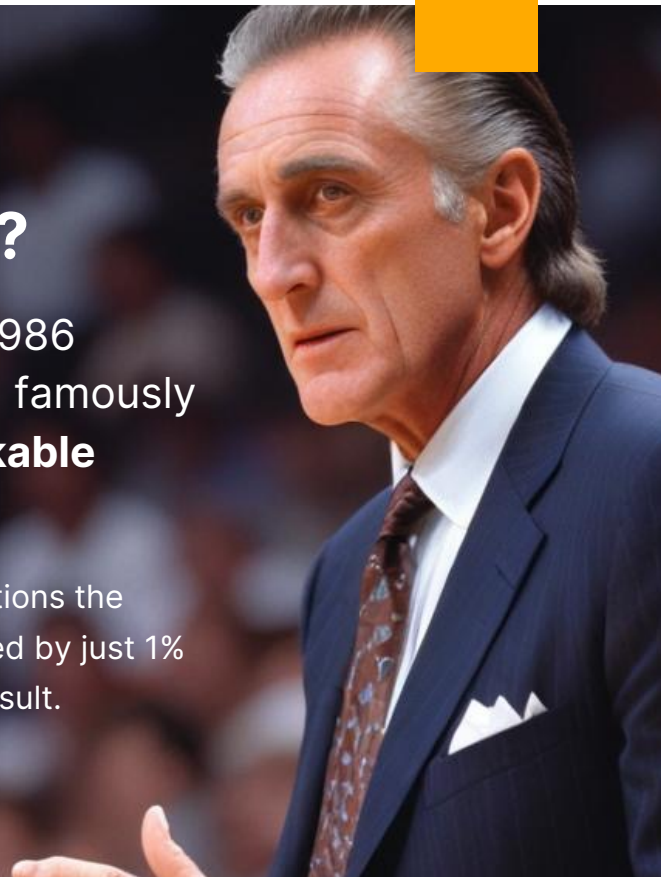
Tracey Lennard



Why is it important?

Pat Riley, head coach of the 1986 Los Angeles Lakers, has been famously acknowledged on the **Remarkable Power of Getting 1% Better.**

He found that looking at each of the actions the team members made that were improved by just 1% had an exponential effect on the end result.



What Makes Great Performers Great?

There is a surprisingly narrow gap that separates good performance from great performance. And that narrow gap is separated by small habits and daily rituals.

If you can break down your client experience and improve each one by just 1% each month, you'll have a phenomenally different business in 12 months time.



INTRODUCTION

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats

Ingredient 1: Identifying Silos

Overview: Have a look at your business from the perspective of compartmentalising the interactions that your clients have with you into silos.

At first you might be surprised by just how many micro silos there are. Look at it through the lens of your clients' eyes rather than your usual business lens.

Steps to Implement:



Audit Current Processes: Conduct a thorough audit of your current client interactions to identify where silos exist.



Cross-Department Collaboration: Foster collaboration between departments to ensure a unified approach to client experience.



Standardise Procedures: Develop standardised procedures for client interactions that all departments follow.

INGREDIENT 1: IDENTIFYING SILOS

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats



Actionable Tips:



Use Flowcharts: Create flowcharts to visualise and standardise client interactions across departments.



Hold Regular Meetings: Schedule regular cross-department meetings to discuss and align on client experience strategies.



Feedback Loop: Implement a feedback loop to continuously improve processes based on client and employee feedback.



I have never been a big IT/E-commerce person, and Karl has given me the incite, and ability to see what the future looks like, in a simple and easy to follow step by step plan to help grow the organic nature of my business. His knowledge and experience in this area is masterful. Thanks Karl for sharing your knowledge and encouraging me to easily step outside of my comfort zone to add real value to my business

Nick Rushton



INGREDIENT 1: IDENTIFYING SILOS

9 Ingredients to Mastering Client Journeys: Welcome Wonders & Farewell Feats

Ingredient 2:

Creating Memorable Welcome Experiences

Overview: The first impression sets the tone for the entire client relationship. Craft a powerful initial impression that captivates your clients from the start.

All too often many businesses approach this in a very standardised robotic fashion. Look to create a welcome experience that is aligned with your brand identity and soul. Don't be afraid to challenge the status quo. Your unique tribe that loves what you do will appreciate and embrace your business for it.

Steps to Implement:



Warm Welcome: Ensure every client receives a warm, personalised welcome.



Onboarding Materials: Provide comprehensive onboarding materials to help clients understand your offerings.



Welcome Gifts: Consider sending a small welcome gift or note to new clients.



Actionable Tips:



Personalised Greetings:

Use clients' names and reference their specific needs in your initial interactions.



Onboarding Emails and

SMS: Develop a series of onboarding emails and texts to guide clients through the initial stages of your service.



Welcome Packages:

Create welcome packages that include useful information, so that clients feel comfortable with what's about to come.

INGREDIENT 2: CREATING MEMORABLE WELCOME EXPERIENCES

9 Ingredients to Mastering Client Journeys:
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Ingredient 3: Designing a Seamless Farewell

Overview: Ensure every client leaves with a positive, lasting impression, paving the way for future referrals and repeat business.

How a client leaves your business can sometimes have a bigger impact on whether they will further engage with your business or not. All too often many business owners pay lip service to the farewell experience.

Steps to Implement:



Document The Exit Experience: This will allow you to put some thought into what the experience looks like for the team to implement.



Follow-Up Communication: Send follow-up communication to thank clients for their business and invite them to stay connected.



Referral Programs: Encourage satisfied clients to refer others by offering a referral program.



Actionable Tips:



Thank You Notes: Send personalised thank you notes to clients after project completion.



Feedback Requests: Ask for reviews and testimonials as part of the farewell process.



Keep in Touch: Maintain periodic contact through newsletters or updates to keep your brand top-of-mind.



Thank you

Karl's expertise and experience in Google helped assist in our listing being improved and developed. The small steps daily made it enjoyable and easy to make the changes in small parts. Every business needs to get on board this training.

George Economus



INGREDIENT 3: DESIGNING A SEAMLESS FAREWELL

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats

Ingredient 4:

Mapping and Documenting Vital Experiences

Overview: Develop a comprehensive plan for the essential touchpoints in your client journey, ready for team training and implementation.

Every business is unique and yet every business is the same. Your clients not only notice the little things, but it is sometimes those minor experiences that are remembered long after the sale has concluded.

Don't underestimate the power of the small things. Your unique tribe that loves what you do will appreciate and embrace your business for it.

Steps to Implement:



Identify Key Touchpoints: Determine the key interactions that shape the client experience.



Document Processes: Create detailed documentation of the processes involved in each touchpoint.



Train Staff: Train your staff on the documented processes to ensure consistency.

INGREDIENT 4: MAPPING AND DOCUMENTING VITAL EXPERIENCES

9 Ingredients to Mastering Client Journeys:
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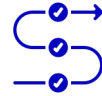


Karl is genuinely an honest and highly skilled businessman. He is passionate in regards to quality and timely service delivery. His integrity and mindfulness is built on years of hard work and devotion. Karl deserves, at least, 5 stars but ultimately, your hard-earned trust.

Gerard McLernon



Actionable Tips:



Customer Journey Maps:

Use customer journey maps to visualise and document each touchpoint.



Standard Operating Procedures (SOPs):

Develop SOPs for each key touchpoint.



Training Sessions:

Conduct regular training sessions to keep staff updated on best practices.

INGREDIENT 4: MAPPING AND DOCUMENTING VITAL EXPERIENCES

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats

Ingredient 5: Personalising Client Interactions

Overview: Personalised interactions can significantly enhance client satisfaction and loyalty, not to mention referrals and Google reviews.

The way to personalise your client interactions is to make sure that you and your team are actively listening in every client interaction. Give your team the tools and resources they need in order to seamlessly capture the gold nuggets your clients leave.

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Steps to Implement:



Collect Data: Gather data on client preferences and behaviours, as they happen in real time.



Tailor Communication: Use this data to tailor your communication and services to each client, in the way that they want to be communicated to.



Use CRM Systems: Implement CRM systems to manage and utilise client data effectively.

INGREDIENT 5: PERSONALISING CLIENT INTERACTIONS

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Actionable Tips:



Client Profiles: Create detailed client profiles to capture preferences and history.



Personalised Offers: Offer personalised discounts or services based on client preferences.



Automation: Use marketing automation tools to deliver personalised messages at scale.



Karl's phenomenal when it comes to imparting knowledge on Google reviews. He generously shared a lot of valuable knowledge on how to increase and improve Google reviews for businesses. Highly recommend his services.

Danu K



INGREDIENT 5: PERSONALISING CLIENT INTERACTIONS

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Ingredient 6:

Ensuring Consistent Communication

Overview: Consistent communication is key to maintaining a positive client relationship. You would be surprised at how understanding your clients can be when there is consistent and effective communication.

Proactive communication lets your clients know that they are a priority to your business. The level of professional communication these days with most businesses is extremely poor. Up leveling your skills in this department will make your business stand out Heads and Shoulders above the rest.

Steps to Implement:



Develop Communication Guidelines: Establish guidelines for consistent client communication.



Regular Updates: Keep clients informed with regular updates on their projects or services.



Responsive Service: Ensure prompt responses to client inquiries and concerns.

INGREDIENT 6: ENSURING CONSISTENT COMMUNICATION

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats



Karl is a fantastic presenter. He offers a lot of content which can be used immediately. I never realised how powerful, and important; Google reviews can be. Karl has inspired me to get to work on my business.

Andrew Burgan

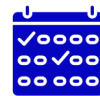


Actionable Tips:



Communication

Templates: Develop templates for common client communications to ensure consistency.



Scheduled Check-Ins:

Schedule regular check-ins with clients to discuss progress and any concerns.



Client Portals: Provide client portals for easy access to updates and communication.

INGREDIENT 6: ENSURING CONSISTENT COMMUNICATION

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Ingredient 7: Training and Empowering Your Team

Overview: A well-trained and empowered team is essential for delivering exceptional client experiences. A team that works well together can have a profound effect on the client experience.

Creating Team Magic is something that few businesses ever achieved. When you create it leaves your client with a sense of wonder as to how everything happened so seamlessly.

Steps to Implement:



Regular Training: Provide ongoing training on client service best practices.



Empower Decision-Making: Empower your team to make decisions that benefit the client experience.



Reward Excellence: Acknowledge team members that go above and beyond their job description to ensure that your clients have a remarkable experience.

INGREDIENT 7: TRAINING AND EMPOWERING YOUR TEAM

9 Ingredients to Mastering Client Journeys:
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Actionable Tips:



Role-Playing: Use role-playing exercises to train staff on handling various client scenarios.



Feedback Mechanisms: Implement mechanisms for team members to provide feedback on client service processes.



Recognition Programs: Recognise and reward team members who deliver exceptional client experiences.



From Whiskey to diamonds to our google profile, what an amazing journey into a world I thought I knew until Karl shared what I needed to know. lots to work on, with great things are ahead.

Samuel Kimber



INGREDIENT 7: TRAINING AND EMPOWERING YOUR TEAM

9 Ingredients to Mastering Client Journeys:
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Ingredient 8:

Utilising Technology for Seamless Experience

Overview: Leveraging technology can streamline processes and enhance the overall client experience. Today technology is advancing at an ever-increasing rate.

It is important to make sure that you stay ahead of the technology curve and your competition. Be a market leader and experiment with new technology and AI integrations. It will allow you to keep your client experience intact while you grow and scale your business.

Not mastering this can cause real issues for your business as you take on more clients.

Steps to Implement:



Start Small: Uses a segmented part of your database to trial new systems.



Implement CRM Automations: Use CRM and job tracking systems like Trello to manage client data and interactions that integrate with automations.



Automate Routine Tasks: Automate routine tasks to free up time for personalised client interactions.



Use Analytics: Utilise analytics to gain insights into client behaviour and preferences.

INGREDIENT 8: UTILISING TECHNOLOGY FOR SEAMLESS EXPERIENCE



Karl has taught the power and importance of Google reviews in relation to gaining new and more clients.

Ryan Hall



Actionable Tips:



Integration: Ensure that all technology tools are integrated for a seamless workflow.



User Training: Provide training for staff on using technology effectively.



Client Portals: Offer client portals for easy access to services and information.

INGREDIENT 8: UTILISING TECHNOLOGY FOR SEAMLESS EXPERIENCE

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats

Ingredient 9:

Gathering and Acting on Client Feedback

Overview: Gathering and acting on client feedback is crucial for continuous improvement and client satisfaction. The feedback that you get from your clients is like free business coaching to make your business better.

Ensure that you're open-minded and not defensive and someone shares their experience with your business. It is also important to make sure that your team feels safe to share any feedback that they receive about the client journey experience.

Punishing them or disciplining them, will only cause that feedback to be shoved under the carpet. Which often results in the problem becoming bigger and causing reputational damage to your brand.

Steps to Implement:



Collect Feedback: Use surveys, interviews, and feedback forms from every client and every transaction to get an accurate picture of your client experience.



Analyse Data: Analyse the feedback and sentiment from your clients to identify areas for improvement.



Implement Changes: Make necessary changes based on the feedback to enhance the client experience.

INGREDIENT 9: GATHERING AND ACTING ON CLIENT FEEDBACK

9 Ingredients to Mastering Client Journeys:
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Actionable Tips:



Regular Surveys:

Conduct regular client satisfaction surveys.



Feedback Loops:

Establish feedback loops to continuously improve processes.



Client Advisory Boards:

Create client advisory boards to provide ongoing feedback and suggestions.



Karl, is fantastic in breaking down and simplifying how to drive leads using Google reviews for your business. Thanks for the day, Phil

Phillip Chapman



INGREDIENT 9: GATHERING AND ACTING ON CLIENT FEEDBACK

9 Ingredients to Mastering Client Journeys:
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Conclusion

Summary: Implementing these nine strategies will help you create seamless and memorable client journeys from the first hello to the final farewell. By focusing on personalised interactions, consistent communication, and continuous improvement, you can enhance lead conversion and build lasting client relationships.

Final Thoughts: Stay proactive in managing your client experiences and continuously seek ways to improve. By adopting these proven techniques, you can drive growth and success for your business.

If you are looking to create the benchmark experience in your industry or niche that all other business owners compare themselves to join us in our 12-month lead generation to sell success masterclass series. Where we will deep dive into your client journey experience and show you how to uncover all of the hidden gems to make your business the clear and only choice on Google when your clients are ready to buy.



12 - MONTH Lead Generation to Sales Success series

[I'M INTERESTED TO LEARN MORE](#)



A recent study found that [31% of clients](#) are willing to spend more with a business that had excellent reviews. Optimising your client journey experience is the first step to building a Google review asset in your business that will generate 1-3 warm leads every single week without spending a dollar on ads.

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CONCLUSION

9 Ingredients to Mastering Client Journeys:
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12
MONTH
SERIES

Lead Generation to Sales Success Series

12 MODULES

- 1. Client experience silos:**
"Welcome Wonders & Farewell Feats"
- 2. Client Experience Events:**
"Event Excellence: Turning Moments into Momentum"
- 3. Facebook and Google Ads:**
Ad Impact: From Clicks to Clients
- 4. Email Marketing lead Generation:** *"Email Elevation: Turning Opens into Opportunities"*
- 5. Social Media Mastery:**
"Social Success: Engaging Your Ideal Clients"
- 6. Content Creation:**
"Engaging Videos: Convert Viewers into Clients"
- 7. Google Business Profile:**
"Review Revolution: Building a Lead-Generating Google Review Pipeline"
- 8. Sales Masterclass:** *"Closing Power: Turning Leads into Revenue"*
- 9. Lead Campaigns:** *"One Promotion, 1000 Leads: Maximise Your Reach"*
- 10. Partnership Leads:** *"Partnership Power: Leveraging Relationships for Leads"*
- 11. LinkedIn Leads:** *"LinkedIn Lead Generation: Connecting with Your Ideal Clients"*
- 12. AI-Powered Sales Optimisation:** *Transforming Leads into Loyal Customers"*

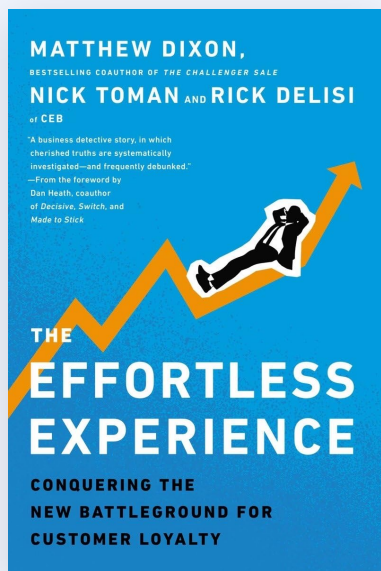
I'M INTERESTED TO LEARN MORE

CONCLUSION AND NEXT STEPS

The Ultimate Guide to Lead Generation

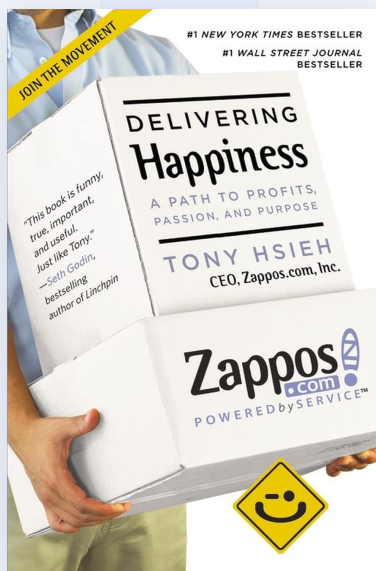
Resources and Further Reading

Books and Articles:



"The Effortless Experience"

by Matthew Dixon, Nick Toman, and Rick DeLisi



"Delivering Happiness"

by Tony Hsieh

Online Resources:



HubSpot Customer Experience Blog



Salesforce Customer Experience Resources



Zendesk Customer Experience Library

RESOURCES AND FURTHER READING

9 Ingredients to Mastering Client Journeys:
Welcome Wonders & Farewell Feats

Karl Schwantes, often called the "Diamond Guy," is a well-known jeweller in Brisbane. He's the driving force behind Xennox Diamonds, a family business that's been crafting stunning diamond jewellery since 1976. With over 1306 five-star Google Reviews, Xennox Diamonds has built a solid reputation for creating unique pieces an unrivalled client remarkable client experience.

Karl isn't just about diamonds; he also loves helping businesses shine online. Known as the "5-star Google guy," he knows how to leverage glowing reviews to boost a business's reputation and draw in new clients. His company, Reputable, boasts over 202 five-star Google Reviews, showcasing his expertise in reputation marketing .

Aside from running Xennox, Karl is an award-winning author and a sought-after speaker, sharing his insights on customer experience and business growth. His friendly, approachable style makes him a hit whether he's on stage or in a one-on-one consultation.



CONTACT INFORMATION

If you have any questions, feel free to reach out to Karl at **karl@reputable.global**



Reputable ★★★★★
5.0 rating from **202** reviews