

# LEGENDARY CLIENT EXPERIENCE

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This award recognises a business that prioritises the client journey.  
More than skin deep—it's a feeling.

## WHAT JUDGES ARE LOOKING FOR:



### PERSONALISATION & CARE:

How do you tailor each journey, from first contact to post-treatment?



### SYSTEMS FOR SEAMLESS EXPERIENCE:

Describe your booking, follow-up, and rebooking systems.



### CLIENT FEEDBACK & SATISFACTION:

Include satisfaction survey's or testimonials based on experience not results



### LOYALTY & RETENTION:

Share rebooking rates, membership data, or loyalty program results.

## TIPS FOR ENTRANTS:

Share actual client journey maps or feedback loops.  
Include video testimonials or screenshots of reviews.  
Highlight small but memorable service details that make a difference.