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## Roadmap to running a successful cosmetic surgery clinic

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**R**unning a cosmetic clinic has been challenging and with so many competitors out there, how can one stand out from the crowd. Also with so many information that you can find in social media and internet, how can your stories be heard from the audience and how as a clinic owner create a story that can reach out to their target audience they want? Once they are able to get their audience to call the clinic for enquiries, how can they create an unforgettable experience and how can they improve their conversion rate. How many times should a follow up calls be? How quickly should be the response time in order to capture the audience if they

have any miss calls? How can they build a better customer relationship in order to improve the customer retention rates? It is proven that it is cheaper to retain and get new spending on existing patients than to try to get new patients. So, is there a full prove strategy to retain existing customers. In this presentation, I would like to discuss and share my experience with the audience on how to address each of the above questions. We will look into some example how some company using 'thinking out of the box' idea to achieve the results they want.

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