



Understanding the metrics that drive your business

Suzie Hoytink

Metrics = Business Intelligence



Metrics are used to measure then manage the performance of your business



Key metrics will vary and may be industry specific



Metrics build KPI's

Turning metrics
into weapons of
change

Assess

Take action

Monitor



Key Metrics



Customer



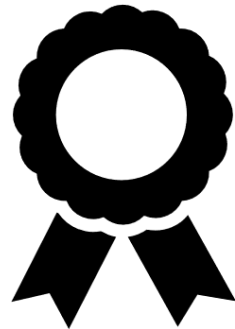
Service/Product
offering



Staff



Customer Metrics



To maximise the customer value

- Average sale value (ASV)
- Frequency of Visits (FOV)
- Customer Retention (CR)

Increase Average Sale Value(ASV)



Assess
service:product



Package product
with service



Combination
treatments



Reduce the second
treatment by % if
have on the same
day



Staff training on
additional areas



Incentivise the
team AND/OR the
individual

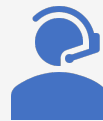
Increasing Frequency of Visits (FOV)



Treatment planning



Packages



Rebooking



Clinic correspondence

Customer Duration Value



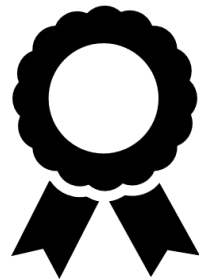
Increasing Customer Retention (CR)

- Treatment planning with reviews
- Database communication
- Personalised customer service
- Reward programs



Service Offering Metrics

- Treatment/product mix
- Gross profit margin



To increase Gross Profit Margin

Understand treatment/product mix

What is the current treatment/
product mix?

What treatments are you
currently doing?

What skincare skus are you
selling?

What is the **target** mix to increase
revenue and profitability?



Increase Gross Profit Margin



What does it cost to deliver each service/product



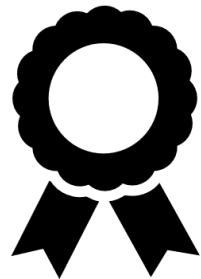
What should you do more of?



What should you do less of?



Staff Metrics



To drive performance

- Revenue per staff member
- Productivity per hour
- Conversion

Improving revenue per staff member



Education



Product training



Performance management plans



Incentivisation



Mentoring

Improving productivity per hour

Assess Utilisation

Admin

- converting the lead and rebooking

Clinical

- converting consultation
- Treatment planning
- Treatment additions
- Skincare additions

Increasing conversion



Consultation training



Clinical guidelines



Soft skill training



Mentoring



Selling skincare

Key Performance Indicators



Set the 'goal posts' for individuals



Performance evaluation



Performance management



Create stability



Reflect culture

Thank you!

