

dermalogica[®]

virtual touch check-in

checklist

This checklist is designed to help you prepare for your first **Virtual Check-In session**

how to go digital

- ✓ Ensure you have either an Instagram or Facebook business page as these are a great way to promote virtual services.
- ✓ Can you add a virtual service booking option to your website or the platform you use?
- ✓ Facebook Business Page can be used as a booking system if you do not already have one.
- ✓ What platform will you use for your virtual services? Investigate and find the right one you feel comfortable with.
 - **ProTip:** Popular platforms include ZOOM, FaceBook Messenger and WhatsApp Video
- ✓ Once you have decided on the platform, practice with it so you can easily navigate the dashboard and set up links.
- ✓ Ensure you have checked your WIFI connection in the area of the business you plan on hosting virtual services.
- ✓ What digital devices do you have to run these services?
- ✓ Prepare a trouble shooting FAQ to ensure your clients also feel confident with the technology they will be using to connect with you.
- ✓ Check the online client journey is easy and smooth to navigate before you go live.



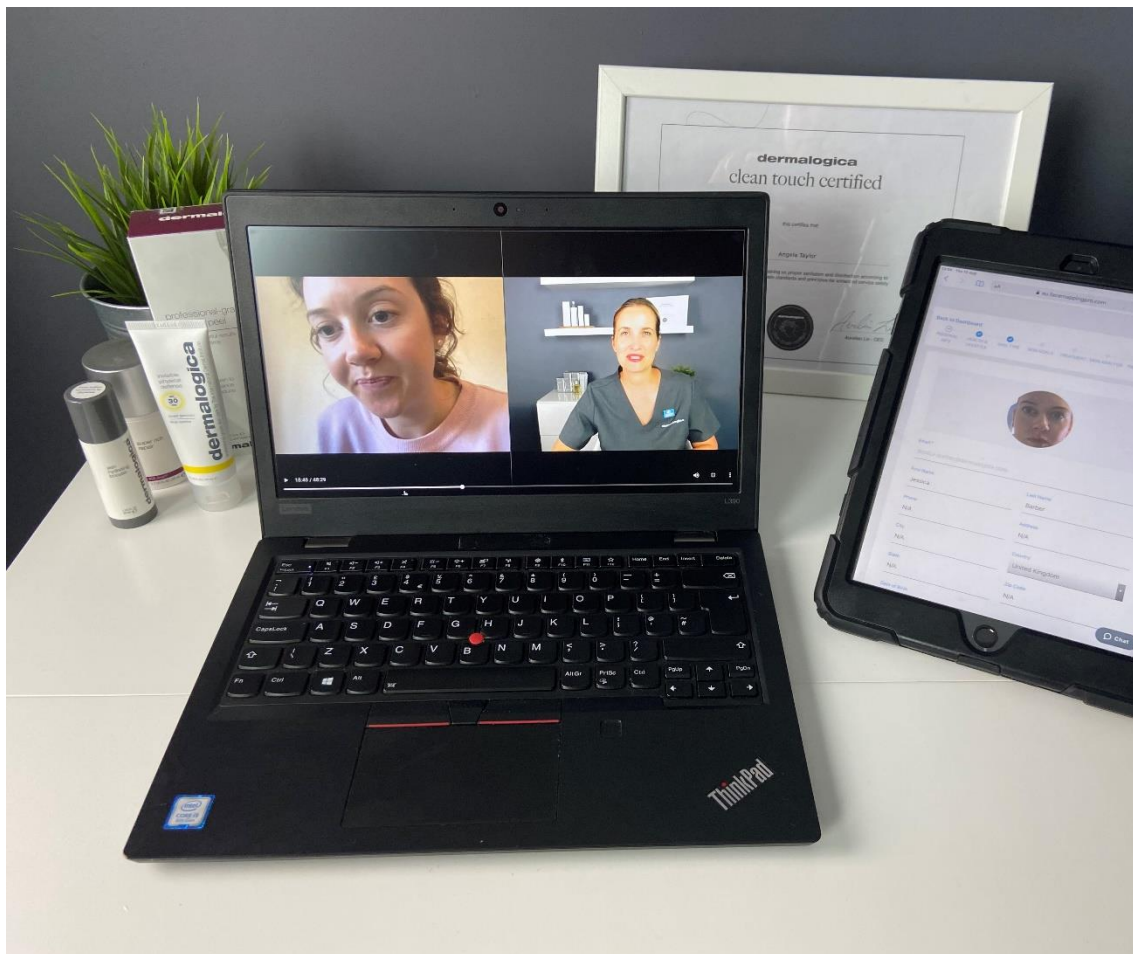
communicating to the client

- ✓ Promote your virtual services on your social channels and website.
- ✓ Use the available assets to promote the virtual touch sessions that you offer.
- ✓ Use a video of yourself talking about these services, video content works well as customers like to see human faces and feel authenticity.
- ✓ Once the client has booked their session send out the link.
- ✓ For new and existing clients email the URL link to complete their pre authorization details on **FaceMappingPRO** prior to appointment. Once complete this will then populate into your skin centre account under the client's record.
- ✓ Send the client a reminder of their session 48 hours before their appointment.
- ✓ Make sure the client knows what to expect for the session.
- ✓ This session is designed as a **check in** and is flexible in how it is used. It works to check in pre-treatment, post treatment or in between services, whether virtual or in person.
 - **ProTip:** Pre-treatment Check-in should be scheduled 24-48 hours prior to appointment for in-person services.
 - **ProTip:** Post treatment Check-in should be schedule 7-10 days after appointment.
 - **ProTip:** In between Check-in ideally scheduled every 60 days, or as necessary.



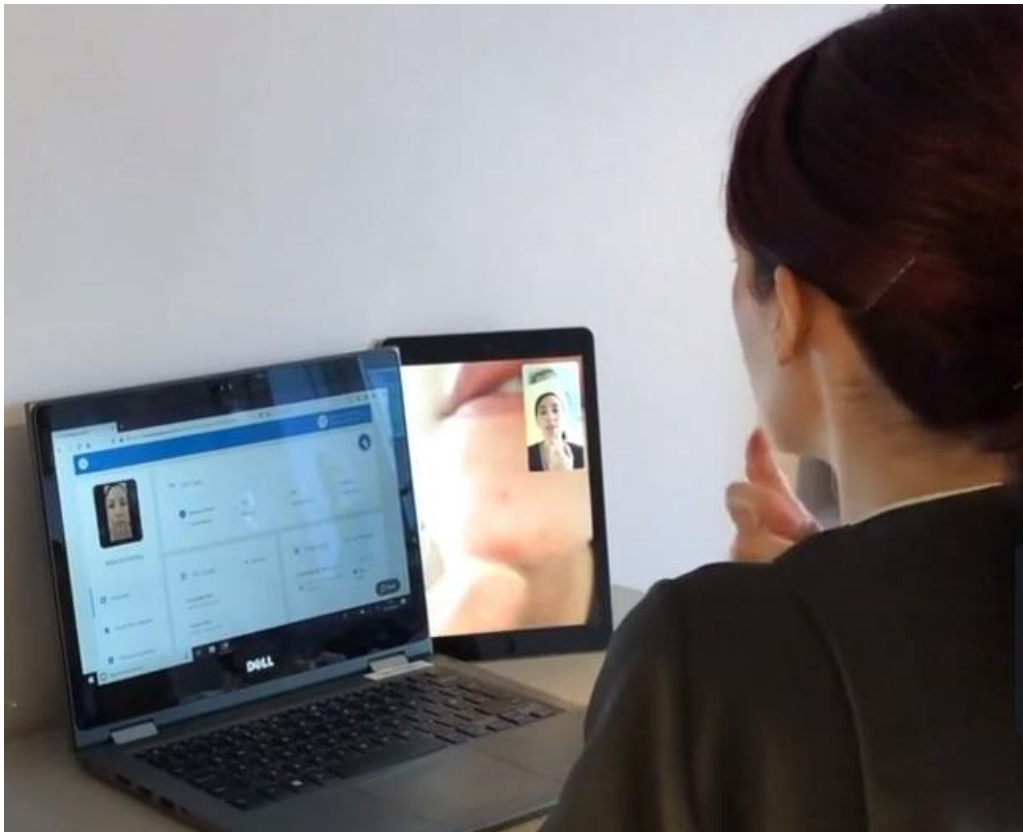
getting prepared

- ✓ Set up your staging area, are you hosting in your treatment room, or alternate space. Can you create a branded backdrop, or do you need to create a virtual one?
- ✓ Look at the client's information that they have provided you so far to ensure you are familiar with the details from previous sessions.
- ✓ Pull up details on any product purchases made to support the conversation.
- ✓ Make sure your lighting is good so the customer will be able to clearly see you
- ✓ Be in uniform and fully representing your brand prior to going live
- ✓ Always be prepared for the sale, understand how the purchase my product regimen option works on **FaceMappingPRO** so client can easily purchase subsequent product.



going live

- ✓ Access the link at least 10 minutes before the virtual service so that you are ready.
- ✓ Check your camera and microphone are working, you may need to reposition the camera and adjust the backdrop prior to the client arriving.
- ✓ Have you informed anyone else in your business you are going live, just so you don't have any interruptions!
- ✓ How can the client contact you if they are having issues? Provide them with alternative contact details for the business. Check your emails to ensure they are not having any technical struggles.
- ✓ Explain what their virtual service will involve.
- ✓ Make sure the customer has good lighting so you can see their skin.
- ✓ Remember, everything you say and do needs to add value to your customer's experience.
- ✓ Watch your timing, we advise keeping this session between 15-20 minutes



follow up

- ✓ If relevant, email the client a new prescription through **FaceMappingPRO**
- ✓ Suggest an in-person service that will continue to support their skin goal.
- ✓ Keep connected by scheduling another Virtual Touch Check-In to review their skin and the results.
 - **ProTip:** this is a great service to provide at least every quarter.
- ✓ Suggest a **masterclass** or other **Virtual Touch** services if you feel there is a topic they would benefit from.

