

# Personalizing the Studio Customer Experience

Personalization isn't about being overly friendly or bending rules. It's about respect, intention, and providing consistent experiences that build trust, loyalty, and keep clients coming back.

## Make the Experience Feel Familiar

Consistent greetings, clear policies, smooth check-in, and predictable flow create trust. Trust keeps clients loyal.



## Offer a Welcome Drink

Water, coffee, soda - nothing fancy. Small gestures = big impact. Bonus points if you remember what they usually say yes to.

## Show Interest In Your Client

A simple "How'd that event go?" or "Still healing well from the last piece?" shows you remember them beyond the appointment.



## Use Client Notes

Track placement preferences, pain tolerance, jewelry size/material, and aftercare notes, so clients don't have to repeat themselves.

## Adapt to Their Energy Level

Some clients want conversation. Others want to zone out. Knowing who's who makes the experience smoother for everyone.

### **Consult Based On Lifestyle**

Ask about work requirements, healing time, aftercare ability, and long-term plans (not just what looks good today).



### **Personalize Rebooking Conversations**

Reference how they usually plan their next piece, upcoming events, or healing schedules when discussing future appointments.

### **Recommend Add-Ons That Make Sense**

Upsell thoughtfully e.g., jewelry upgrades, touch-ups, or aftercare products based on their specific piece.



### **Use Follow-Up Messages Thoughtfully**

Send a quick post-appointment message with aftercare reminders, healing timelines, or touch-up info tailored to their service.

### **Recognize Milestones**

First tattoo, big piece completion, or a long-time client returning. Recognition builds loyalty, without crossing boundaries.

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