

## Why West London Colonics (WLC) ask for your reviews?

We ask *all* of our clients to review our services.

Of course, not all clients do.

But *we do ask all - often we ask several times*, as you may find out for yourself.

We owe you an explanation for why we do this.

We think it is very important that you have a basis for trusting the colon hydrotherapy clinic you select. Despite what the Wowcher and Groupon deals suggest, colonics are not a commodity service.

One of the best ways to know a service is trustworthy is to find out what others have said about it. And because your circle of friends and family may not have tried colon hydrotherapy before, you need to turn elsewhere for genuine feedback.

This is why WLC has recently placed a lot of importance on collecting reviews on our service. From the outset we have received good reviews on our service, however recently we have consciously decided make our business *feedback-centric*, meaning we actively solicit feedback. Note we use the terms '*feedback*' not '*praise*'; '*reviews*' not '*testimonials*'. *Feedback* points to what clients think we do well and also what they would rather we do differently. *Reviews* mean the client is looking at the experience they had with colonics and with WLC, and is presenting their point of view, whether positive or otherwise.

Praise and testimonials are wonderful to get, we love getting them, but we guess would-be clients would probably rather read *feedback* and *reviews*, which they consider to be balanced.

We have deliberately chosen to collect our client reviews on our Wahanda business page, whether or not clients have come to us via Wahanda.

### Why?

Because we think that prospective clients are wary of testimonials on a businesses *own* website.

We think that such testimonials have the following things against them.

- Not independently collected.
- No guarantee that they have not been edited to remove negative comments.
- Biased towards positive reviews: (after all clients aren't likely to write a negative review to submit directly to a business – they know it will never get published!)
- There are no clear-cut criteria by which the client rates the service.
- Many times there is no indication when the review was written – is it a year old, two years? Or was it posted in the last week, or the past few days?
- No facility for review to be posted anonymously by the client himself or herself. (Lets face it, not everyone wants to write a review for a colonics business under their own name.)

- System for writing reviews on a businesses own website is not easy to administer and keep spam free.

So we are using our business page on Wahanda to get reviews from clients who:

- (a)** Are proven to have booked WLCs service through Wahanda, or
- (b)** Have booked directly with WLC.

In both cases, the client creates a profile with Wahanda, and proves they are a real person with an e-mail identity. They can create a user name (safeguarding their real identity) on the web, and can make their comments knowing that they will not be censored (other than for spam). Nor will their comments be pulled from WLCs Wahanda business page.

[Note: WLC have no editorial rights over the material posted by clients on the 'reviews' page.]

Word of mouse

In this web-enabled age, people can find a huge variety of services on the web, including colon hydrotherapy.

We would guess that you yourself found West London Colonics (WLC) through either a web search or by way of a recommendation - *word of mouth*.

If you located WLC through a web search, you still would have wanted to satisfy yourself that we were the right clinic for you.

How would you do that?

Our guess is that you looked at pricing, evidence of value for money, competence, service ethos, and location etc. – specific service criteria important to you.

Still- how would you finally decide?

You probably would turn to '*word of mouse*', i.e. the reviews posted by past users of our services on the web.

But in looking at any web- posted testimonials you understandably are looking to establish your degree of confidence in them. When you looked at the reviews WLC have received you would have wanted to satisfy yourself on a number of counts:

- Quantitative: The number of reviews posted (an indication of the engagement of our client base with WLC and its services.).
- Qualitative: The quality of reviews (the detail & specificity of comments).
- Relevance: You are interested in colon hydrotherapy reviews, and ideally don't want to sift through a spectrum of reviews for other services before you find relevant reviews. (All Reviews for WLC are for colon hydrotherapy services.)
- Scoring: The ratings given, against metrics (ie scoring criteria)
- Representativeness: Some certainty that the reviews are genuine representations of the service and ethos of the clinic

- Uncensored: That the process of clients posting reviews does not allow WLC to edit or sanitise negative reviews that might be received. Nor to stop negative reviews from being posted.
- Feedback loop to improve services: That there is a genuine desire, on the part of the business, to learn from reviews
- An insider scoop: That the primary purpose in the review process is to help prospective clients have a insider look at how WLC works (just like a restaurant in which one gets to view the chef making the meal)
- Informational: You may have wanted to find out something you didn't know before you read the reviews
- It's easy to post reviews: you want the process of posting reviews to be easy. (There's a virtuous feedback loop; the easier it is to submit reviews, the more reviews there are likely to be)
- Some reviews are quasi-case studies: You wanted at least some of the reviews to have the flavor of a case study. What are the actual results that they were able to achieve along with detailed objections that they had before choosing WLC. Provides evidence of measurable results.
- Skeptics welcome: All reviews are not created equal. Some reviews are from clients who were at first skeptical. Some who are as yet not wholly convinced. Some – the bulk – from those who are benefitting. We think that a service that doesn't have a cross section of reviews has a selection bias, either covert or overt. All reviews can potentially help the prospective colon hydrotherapy newbie. So a spectrum of reviews from users with different criteria is important.

Now that you have our point of view about reviews, we really hope you will consider that a few minutes invested in posting a review about WLC is worth the effort.

Your tuppence worth is worth a great deal more to the prospective client! (Remember you yourself were a prospective client once.)

Thank you. We always appreciate hearing your views.