

How Sk:n Clinics Achieved Higher Customer Ratings and Improved Its Online Reputation

Healthcare Success Story



Key Stats

4.4/5 star rating in 2022 (up from 3.1 in 2020)

163% increase in reviews by utilising Review Booster

132 point increase in Reputation Score since 2021.

98% response rate to reviews across 2021-2022

18,000+ survey completions in 2022, compared to just 1,919 in 2021

95% increase in listings views to reach 11.5 million views (up from 5.9m in the previous period)

How Sk:n Clinics Improved Its Ratings & Online Reputation

Losing out on revenue to its competitors due to poor Google review scores, Sk:n Clinics sought a unified customer feedback solution and focus its efforts on driving its Google profile.

By partnering with Reputation, Sk:n Clinics not only consolidated its customer feedback into a single platform but also achieved monumental growth rates in review volumes, listing views and star ratings.

To enhance its Google profile and stand out online, Sk:n Clinics set out to:

- Replace siloed solutions with a unified solution to manage different feedback channels
- Implement high-level reporting functionality to provide detailed insights into the brand's strengths and weaknesses
- Secure an all-in-one solution capable of growing alongside their business as it scales
- Establish a solution to drive Google review volumes and respond to customer feedback across the web

To achieve these aims, Sk:n invested in Reputation’s all-in-one Reputation Experience Management platform to enable the brand to respond to reviews, request reviews from customers and manage business its listings across its locations.

With Reputation, Sk:n Clinics has achieved a 98% review response rate across 2021-2022.

Reviews & Ratings

Through Reputation’s Reviews module, Sk:n Clinics has been able to dramatically increase its review response rates as well as achieve a significant increase in its star ratings.

Since partnering with Reputation, Sk:n has seen:

163% **98%** **4.4**

increase in
review volume

Review
response rate

Star rating
up from 3.1

Surveys & Listings

Overhauling their customer feedback programme, Sk:n Clinic's leadership adopted Reputation's Surveys module to dramatically raise their survey completions rates. What's more, is that the brand used Reputation's Listings module to take control of its Google listings and achieve monumental increases in listing views.

As a result of using Reputation’s Business Listings module, Sk:n has achieved:

95%

increase in listings
views to reach 11.5
million views

18,000+

survey completions in
2022 compared to just
1,919 in 2021

Reputation Score

Overhauling its customer experience programme, Sk:n Clinics adopted Reputation’s proprietary **Reputation Score X** to monitor, understand and improve its overall brand health. Now, Sk:n Clinics’ Reputation Score sits at 576 which is 96 points above the industry average score and represents a 132-point increase since implementing Reputation.

“The Reputation platform has enabled us to combine the management of the group’s online reputation, customer feedback, and customer experience, into a single easy-to-use platform. Where once there were multiple platforms, there is now one. We’ve seen improvement across the board: Our feedback volume, response rates, business listing performance, star ratings and more have all seen improvement, and we couldn’t be happier. The more feedback we can generate as a group, the more we can work to improve our already industry-leading service to our clients.”

Discover our full range of solutions
for healthcare brands

