

Kyle Riley

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The Experience Age:

Personalising the member journey

Pillars/Experience Notes:

Your Client/Member Experience

Based on the information provided in this session, please rate how well your current business model is applying the different pillars of experience at each phase of the member journey whether a PT or a facility owner.

Scale of 1-10 (1- not even close 10- nailing it and seeing the results)	CULTure	Ease	Luxe	Surprise	Immersion
Marketing					
First Impressions					
Product/Service					
Facility					
Sales					
Ecosystem					

Notes on areas to improve:

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Personalising the member journey

One person's experience is another person's nightmare:

Different people respond differently to the same environment:

- The same program
- The same language
- The same support and coaching
- The same question
- The same action

Meaning each person will need something different to live happier and healthier!

