



PRODUCT GENIUS
Genius Pulse Report



Sample Insights from the *Genius Pulse Report*:

Slow Website Loading Times (Website)

Summary:	Multiple customers reported slower loading times
Customer Quotes:	"Hi Emma, I've been trying to book an appointment, but the page just keeps loading. It's really frustrating." – <i>Sarah Jones</i> (Monday, August 7th, 9:15 AM)
Actionable Insights:	Several customers noted slow website performance, particularly on Mondays. This could indicate a high-traffic period, which may necessitate improved server performance or backend optimizations.
Recommendation:	Investigate server traffic on Monday mornings and implement load balancing or caching solutions to enhance speed.

Limited Information and Services (Website and Phone)

Summary:	Multiple customers expressed the needs for more comprehensive information and service offerings.
Customer Quotes:	"I was looking for information on microneedling but couldn't find it on your site." – <i>Emily Taylor</i> (Wednesday, August 9th, 1:45 PM) "I wasn't able to book my usual skincare appointment with Jessica; she wasn't available on Wednesdays." – <i>Jessica Lee</i> (Wednesday, August 2nd, 4:00 PM)
Actionable Insights:	Customers frequently found service information lacking, which led to missed opportunities for booking certain treatments like microneedling or IV therapy.
Recommendation:	Enhance the website with more detailed descriptions of popular services and ensure that all offered treatments are prominently displayed.

Positive Employee Interaction: Peptide Therapy Specialist (In-Store)

Summary:	Multiple customers praised Dr. Patel for her outstanding service.
Customer Quotes:	"Dr. Patel explained everything so clearly and really took the time to answer all my questions." – <i>Emily Taylor</i> (Monday, August 7th, 11:30 AM)
Actionable Insights:	Peptide therapy services received glowing feedback, especially regarding Dr. Patel's thoroughness.
Recommendation:	Highlight the excellent work of Dr. Patel in customer communications and offer more educational content around peptide therapy.

Recurring Patterns:

Summary:	<p>Mondays and Wednesdays seem to be high-volume days with multiple feedback entries, especially regarding service availability and website issues.</p> <p>Customers frequently highlighted Dr. Patel and Jessica as standout employees, while Amanda and Rachel received more negative reviews.</p>
Suggestions for Improvements:	<p>Simplify the booking process to reduce friction, especially for account creation.</p> <p>Optimize mobile usability and ensure the website is responsive across all devices.</p> <p>Regularly audit website links to ensure that customers can easily access service information.</p> <p>Review and optimize staff schedules to ensure that in-demand services and employees are available during peak times.</p>

Detailed Data and Timestamps:

The feedback was collected with precise timestamps, including specific days of the week. Here's a summary of the key feedback with dates, times, and customer details:

Customer Details:

Customer Name	Email Address	Issue/Feedback	Timestamp
Sarah Jones	sarah.jones@example.com	Slow website loading	Monday, Aug 7th, 9:15 AM
John Miller	john.miller@example.com	Complicated booking process	Wednesday, Aug 9th, 11:30 AM
Alex Nguyen	alex.nguyen@example.com	Poor mobile optimization	Thursday, Aug 10th, 2:15 PM
Emily Taylor	emily.taylor@example.com	Missing service information (Microneedling)	Wednesday, Aug 9th, 1:45 PM
Jessica Lee	jessica.lee@example.com	Limited availability of top-requested services	Wednesday, Aug 2nd, 4:00 PM
David Wilson	david.wilson@example.com	Broken links and error messages	Friday, Aug 4th, 5:30 PM
Karen Thompson	karen.thompson@example.com	Negative experience with receptionist (Amanda)	Friday, Aug 11th, 10:15 AM
Emily Taylor	emily.taylor@example.com	Positive feedback on Peptide Therapy (Dr. Patel)	Monday, Aug 7th, 11:30 AM
Alex Nguyen	alex.nguyen@example.com	Positive feedback on facial with Jessica	Monday, Aug 14th, 2:00 PM
Emily Taylor	emily.taylor@example.com	Negative feedback on laser treatment (Rachel)	Wednesday, Aug 9th, 12:45 PM



