

SETTING STANDARD, SHAPING BEAUTY: TOP OPERATIONAL PRACTICES IN HEALTH AND BEAUTY INDUSTRY

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Abstract

This study investigated the experiences and insights of employees and clients regarding the top operational practices of health and beauty clinics, specifically in terms of service quality and overall performance. It explored the best operational practices of three (3) selected health and beauty clinics located in Balayan, Batangas, each of which has been established for more than five (5) years. A multiple case study approach was employed using a qualitative research method. The study consisted of nine (9) participants, categorized into three (3) groups: clients, employees, and managers. Participants were selected through judgmental sampling, a type of non-probability sampling. To gather relevant data, the researchers conducted semi-structured interviews with open-ended questions. The findings revealed that each of the selected health and beauty clinics offers unique service quality and operational practices to satisfy their customers. Overall, the study concluded that these practices contribute positively to customer satisfaction and business success.

Keywords: *Top Operational Practices, Service Quality, Health, Beauty.*

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INTRODUCTION

In today's fast-paced world, health and beauty services became essential. After weeks or months of continuous work or study, one popular option for self-renewal or a pampering day was health and beauty treatments. Health and beauty were interconnected concepts, though they represented distinct facets of well-being. Health encompassed the overall state of physical, mental, and emotional well-being, whereas beauty pertained to physical appearance and aesthetics (James, 2023).

Health and beauty services covered a wide range of treatments. Health-related services often included glutathione and collagen drips with vitamins, offered at health and beauty clinics. Beauty services focused on enhancing physical appearance, particularly the face.

Businesses in the health and beauty industry used a variety of operational techniques to successfully meet customer expectations. Operational practices referred to the protocols, guidelines, and strategies that companies employed to effectively manage their daily operations. Maximizing resources and preserving profitability, these procedures ensured that goods and services were delivered in a way that either met or surpassed consumer expectations. Specifically, operational practices were the ingrained methods of carrying out business that a company developed to promote safety (Safeopedia, 2019).

Some operational practices were commonly utilized by businesses to create a good impression on their customers or clients. These top operational practices were critical factors in satisfying customer standards. Key operational practices in health and beauty clinics included quality control, customer service, staff training and development, facility hygiene, and the use of technology and equipment. These practices were frequently observed in businesses providing services such as health and beauty clinics.

The operational practices observed in health and beauty clinics were possibly utilized by the three (3) chosen health and beauty clinics: Royal Prince, The Executive Facial Care, and Montage. This study examined the top operational practices in health and beauty aesthetic clinics, which provided quality services such as facial care, foot/hand spa, glutathione drips, collagen drips, vitamin drips, hair laser removal, waxing, body massage, face enhancement or plastic surgery, and body slimming. The selected clinics operated for a long period and maintained good impressions among their customers, remaining relevant in the industry.

Connecting the top operational practices to the marketing industry, these practices could also serve as marketing strategies. Customer service functions helped identify customer needs, attract clients, and add value to services through customer-employee engagement. Communication was key to fostering an open and supportive environment where staff members could comfortably share concerns and ideas with others (Kamila Jurdziak, 2024).

The selected clinics offered common and similar services such as facial care, glutathione drips, collagen drips, massage, waxing, hair laser removal, face enhancement, and plastic surgery. However, they also differed in terms of procedures, medicines, and the availability of other services. Basic research and observation determined similarities in the services provided, facilitating data gathering and analysis due to the high likelihood of connectivity within the experiences of clients and employees.

This study addressed the research gap concerning the service quality and overall performance of the selected health and beauty clinics, focusing on how these factors affected client satisfaction and business profitability. Additionally, it examined how the top operational practices influenced the decision-making processes of future and existing clients, providing insights to enhance service delivery in the selected clinics.

The study aimed to explore the top operational practices of the three (3) selected health and beauty clinics in Balayan, Batangas. Specifically, it identified the top operational practices, such as customer service, quality control, and staff training; analyzed how these businesses maximized the effectiveness of these practices to meet client needs and enhance service delivery; and explored the impacts of the top operational practices on overall performance, including client satisfaction and business profitability.

OBJECTIVES

This study aims to explore the top operational practices of selected health and beauty clinic businesses in Balayan, Batangas. Particularly, it aims to:

1. Identify the top operational practices, such as customer service, quality control, and staff training being utilized by the selected participants.
2. Analyze how these businesses maximize the effectiveness of their top operational practices to meet clients' needs and enhance service delivery.
3. Explore the impacts of these operational practices on overall performance, including client satisfaction and business profitability.

METHODS

RESEARCH METHODS AND DESIGN

The primary objective of the study was achieved through a multiple case study approach. This method involved selecting and analyzing two or more cases that shared common features and characteristics while differing in certain aspects. The primary goal of this approach was to explore the similarities and differences in the top operational practices employed by the selected health and beauty services, as well as to examine how these practices were utilized and their subsequent impact on client satisfaction and business performance.

The multiple case study approach was particularly well-suited for this research because it allowed for an in-depth examination of operational practices in varying contexts, enhancing the findings' validity and generalizability. Analyzing multiple clinics, the researchers were able to observe how the phenomenon of interest—operational practices in the health and beauty industry—varied across different settings while also identifying consistent trends that informed best practices.

Utilizing a multiple case study approach, the research aimed to provide a comprehensive understanding of how health and beauty clinics implemented operational practices and the effects of these practices on client satisfaction and overall performance.

POPULATION AND SAMPLING

The researchers adopted a non-probability sampling approach, specifically judgmental sampling, to select participants. This method allowed for the intentional selection of participants based on specific criteria, ensuring that those chosen were well-qualified to provide relevant data. The criteria for participant selection include:

1. Three (3) Years of Experience: Employees must have at least three years of experience in their roles to ensure they possess the knowledge and skills necessary to provide informed insights about operational practices within the clinic.

2. Established Business Operations: The health and beauty business must have been operational for at least five years, ensuring that the clinic has a history of service delivery and established operational practices.

3. Client Status: Clients must have visited the clinic at least three times, indicating familiarity with the services offered and providing a well-rounded perspective on their experiences.

PARTICIPANTS OF THE STUDY

This study focused on individuals involved in the health and beauty industry, specifically targeting staff and customers of the selected clinics. The participants consisted of three (3) individuals from each of the three (3) selected clinics, for a total of nine (9) participants. Each business contributed one participant from each of the following roles:

1. Manager: The manager will provide insights into the operational practices and decision-making processes within the clinic, shedding light on strategic management and overall business performance.
2. Employee: The employee's perspective is vital for understanding day-to-day operational practices, customer interactions, and the challenges they face in delivering quality services.
3. Client: The client will share live experiences and expectations regarding the services provided from the selected clinics, offering valuable feedback on client satisfaction and service quality.

RESEARCH INSTRUMENTS

The objective of the study was addressed through face-to-face interviews with the participants using a semi-structured interview format. This approach allowed a balance between predefined questions and the flexibility to ask follow-up questions based on the participants' responses, facilitating a more in-depth exploration of their experiences.

The interview guide questions for each participant group consisted of tailored questions: managers, employees, and clients. The questions for managers and employees focused on identifying the top operational practices utilized in the health and beauty business and examining their impacts on service delivery and overall performance. In contrast, clients were asked questions related to their experiences with the services provided and their perceptions of the operational practices in place.

The objective of the study served as the basis for the development of interview questions, focusing on three main categories: (1) identifying the top operational practices, (2) understanding how the selected businesses maximized their operational practices, and (3) exploring the impacts of these practices on the overall performance of the selected health and beauty clinics. While managers and employees received identical core questions, there was flexibility for tailored follow-up questions that addressed their specific roles and experiences.

VALIDATION OF THE TOOLS

The validity of the interview guide questions was ensured with the help of a master's degree professor from the Business Administration Department of Immaculate Conception College of Balayan and a research expert validator from the Research and Development Center Office. Content validation and construct validation were used to ensure the accuracy and relevance of the questions.

DATA GATHERING PROCEDURES

Prior to initiating data collection, the researchers obtained approval from the school authorities to conduct face-to-face interviews with the participants. Guidelines were followed, and the researchers' formal approval letter outlined the purpose of the study, the research methodology, and the expected contributions to the field.

Informed consent was ensured by providing participants with a consent form detailing their role in the study, the voluntary nature of participation, and assurances of confidentiality. The consent form also clarified that participants could withdraw from the study at any time without any repercussions.

The researchers utilized semi-structured face-to-face interviews as the primary data collection method. The interview questions were specifically formulated to obtain relevant information related to the study's objectives. The validity of these questions was enhanced with the help of three expert validators: a professor with a master's degree in business administration from Immaculate Conception College of Balayan and a research expert from the Research and Development Center Office. They reviewed the questions for clarity, relevance, and comprehensiveness.

Data collection was followed by the researchers ensuring the confidentiality of the data. The questions were categorized into three different sets, tailored for managers, employees, and clients. Each set of questions was designed to capture the unique perspectives of each participant group.

The final procedure in data gathering involved analyzing the collected data. The researchers employed thematic analysis, which included coding the responses and identifying the key themes that emerged from the data. This systematic approach enabled the researchers to draw meaningful conclusions regarding the operational practices of health and beauty clinics and their impact on client satisfaction and business performance.

DATA ANALYSIS

The researchers employed cross-case analysis within the framework of thematic analysis to comprehensively investigate the top operational practices of selected health and beauty businesses in Balayan, Batangas. This method involved systematically identifying and classifying patterns and themes within the qualitative data, with a focus on participants' perceptions of the utilization of operational practices and their effects on overall business performance.

The analysis process began with data familiarization. The researchers first immersed themselves in the data by reading and re-reading interview transcripts to gain a thorough understanding of the content. This step ensured they were well-acquainted with the data before proceeding to further stages of analysis.

Following data familiarization, the researchers performed initial coding using open coding techniques. This process involved labeling meaningful segments of data with codes that captured their essence. This step was essential in identifying preliminary themes and gaining a deeper understanding of the data's structure and content.

Next, the researchers grouped related codes into potential themes, reflecting broader patterns in the data. This stage involved reviewing and refining the themes to ensure they accurately represented the data and aligned with the study's objectives. It was crucial to ensure that the themes were well-defined and relevant to the research questions.

A cross-case comparison was then conducted. The researchers compared and contrasted the identified themes across the three health and beauty businesses to uncover similarities and differences in operational practices and their impacts. This comparison provided valuable insights into the variations and consistencies in practices and outcomes across the selected businesses.

Finally, the researchers analyzed the identified themes in relation to the research objectives. This stage provided a comprehensive understanding of how the top operational practices contributed to client satisfaction and business performance, helping to draw meaningful conclusions from the data.

To ensure the validity and reliability of the findings, the researchers employed several strategies. Member checking was used, where participants were given the opportunity to review and confirm the accuracy of their responses.

ETHICAL CONSIDERATIONS

To uphold ethical standards, the researchers meticulously prepared consent forms that clearly explained the study's purpose, the nature of participation, and the potential risks involved. Participants were informed that their involvement was voluntary and that they had the right to withdraw from the study at any time without consequences.

Prior to the data collection procedure, the researchers conducted face-to-face interviews in a manner that respected and maintained the confidentiality of the participants' rights and involvement. Printed consent forms were presented to each participant, assuring them that any information shared would be kept confidential. The data were stored securely, with access limited to the research team. The anonymity of the participants' identities in any published results was maintained, ensuring their privacy.

To address any potential risks associated with the participants, the researchers provided necessary information regarding the nature of the study. If any discomfort arose, participants were informed of their right to ask questions and seek clarification at any point during the data collection.

This research protocol was reviewed and approved by the relevant ethics review board, ensuring that ethical standards were upheld throughout the study. The commitment to ethical research practices not only protected the participants but also enhanced the integrity and credibility of the findings.

RESULTS and DISCUSSION

Top Operational Practices in Customer Service

Participants identified several key operational practices that contribute to high-quality customer service in their clinic, emphasizing the importance of client satisfaction and effective complaint handling:

1. Client-Centric Approach (Participant 3, Participant 6)
2. Structured Complaint Resolution Process (Participant 1, Participant 3)
3. Timely Response and Follow-Up (Participant 2, Participant 4)

1. Client-Centric Approach (Participant 3, Participant 6)

The theme of a client-centric approach surfaced prominently among the clinic participants, particularly highlighted by Participant 3 and Participant 6. This operational practice emphasizes the importance of prioritizing client satisfaction and building strong relationships with clients as fundamental to the clinic's service philosophy. From the study of Surya and Kurniawan (2021), Numerous research have discovered that customer satisfaction influences consumer loyalty and repurchase tendency. Customer satisfaction strongly affects client loyalty.

Participant 3 articulated the essence of this approach, stating, "Making the client satisfied not just with the product they purchase but also with the treatment they undergo." This statement reflects a deep understanding that the client experience extends beyond mere transactions. It underscores the clinic's commitment to ensuring that clients feel valued and satisfied throughout their entire journey, from the moment they enter the clinic to the completion of

their treatment. Focusing on the holistic experience, the clinic aims to foster a sense of loyalty and trust, encouraging clients to return for future services.

Similarly, Participant 6 echoed this sentiment, emphasizing the need to "give a proper treatment na kailangan nila" (provide the proper treatment they need). This approach highlights the clinic's dedication to understanding individual client needs and tailoring services accordingly. Actively listening to clients and assessing their specific requirements, the clinic can offer personalized care that meets and exceeds expectations. This focus on customization not only enhances the treatment experience but also positions the clinic as a trusted partner in the clients' wellness journeys.

A client-centric approach also necessitates effective communication and transparency. Ensuring that clients are informed about their treatment options and expected outcomes, the clinic empowers them to make informed decisions about their care. This aligns with Participant 6's belief that client satisfaction is not merely about the services rendered but also about the relationship built through open dialogue and mutual understanding.

Furthermore, a client-centric mindset encourages staff to cultivate empathy and actively engage with clients. The emphasis on understanding client perspectives fosters a welcoming environment where clients feel comfortable expressing their concerns and preferences. This rapport not only enhances client satisfaction but also contributes to a positive clinic atmosphere, promoting overall well-being.

In conclusion, the client-centric approach, as articulated by Participants 3 and 6, is a fundamental operational practice within the clinic. Prioritizing client satisfaction, personalizing treatment plans, and fostering open communication, the clinic positions itself as a leader in delivering exceptional service. This commitment to a client-focused philosophy ultimately cultivates trust, loyalty, and long-lasting relationships with the community it serves.

2. Structured Complaint Resolution Process (Participant 1, Participant 3)

The theme of a structured complaint resolution process emerged as a significant operational practice within the clinic, particularly highlighted by the insights of Participant 1 and Participant 3. This theme emphasizes the importance of having a systematic approach to addressing client complaints and feedback, which is crucial for maintaining client trust and satisfaction.

Participant 1 articulated the role of management in complaint resolution, stating, "May manager talaga na sumagot ng mga complaints. Yun nga ang kagandahan kasi sa executive may doctor talaga." (There is a manager who answers the complaints. The good thing is that in the executive, there is really a doctor.) This statement reflects the clinic's commitment to having qualified personnel handle complaints. Ensuring that a knowledgeable manager oversees complaint resolution, the clinic demonstrates its seriousness in addressing client concerns and reinforces the idea that client feedback is valued. This structured approach not only enhances the efficiency of the resolution process but also ensures that clients receive appropriate responses from someone equipped to address their issues effectively.

Participant 3 further elaborated on the structured process by introducing a methodical framework for handling complaints, stating, "We call it LEAD, which stands for Listen, Empathize, Acknowledge, and Do action." This systematic approach provides a clear guideline for staff to follow when dealing with client complaints. Prioritizing listening to clients, staff can understand the root causes of dissatisfaction. Empathy helps in building rapport and shows clients that their feelings are acknowledged and validated. Acknowledging the clinic's shortcomings reinforces accountability, and finally, taking action demonstrates a commitment to resolving the issue. This structured framework not only improves client satisfaction but also encourages a culture of continuous improvement within the clinic.

Moreover, the presence of a structured complaint resolution process instills confidence in clients that their concerns will be addressed promptly and effectively. When clients know that there is a reliable system in place for handling complaints, they are more likely to voice their concerns rather than disengage. This open line of communication fosters a positive atmosphere, encouraging clients to return to the clinic for future services.

Additionally, this structured approach enables the clinic to analyze trends in client complaints over time, identifying common issues that may need to be addressed at a systemic level. Gathering data on complaints, the clinic can implement necessary changes to improve overall service quality, further enhancing the client experience. Because according to Danao (2024), customer engagement is important because it allows you to develop successful and long-term relationships with your target audience.

In conclusion, the theme of a structured complaint resolution process, as articulated by Participants 1 and 3, is a vital operational practice within the clinic. Establishing a clear framework for addressing client complaints and ensuring that qualified personnel manage these processes, the clinic reinforces its commitment to client satisfaction and continuous improvement. This proactive approach not only resolves individual concerns effectively but also fosters a culture of trust and open communication between clients and staff, ultimately enhancing the clinic's reputation and client loyalty.

3. Timely Response and Follow-Up (Participant 2, Participant 4)

The theme of timely response and follow-up emerged as a critical operational practice within the clinic, as highlighted by the insights of Participant 2 and Participant 4. This theme emphasizes the importance of promptly addressing client concerns and maintaining communication after initial interactions, which are essential for ensuring client satisfaction and loyalty.

Customer service is the assistance you provide to your consumers both before and after they purchase and utilize your products or services, ensuring that they have a simple, delightful experience with your business (Salesforce Inc., 2024).

Participant 2 noted the necessity of a swift response to complaints, stating, "As a staff after magsabi ang manager samin ang mga complains ng client, kailangan talaga naming ito sunduin para bumalik yung client samin." (As staff, after the manager informs us of the clients' complaints, we really need to follow through to bring the clients back to us.) This statement underscores the clinic's understanding that timely responses are crucial in retaining clients. Addressing complaints quickly, the clinic demonstrates its commitment to client care and reinforces the message that client feedback is valued. This proactive approach not only helps to resolve individual issues but also enhances the overall client experience, making clients feel prioritized and cared for.

Participant 4 further reinforced this theme by emphasizing the importance of follow-up after addressing client complaints. They stated, "As a staff, kailangan lagi intindihin ang customer kung ano man yung complains at kung may feedback sila di maganda dapat improve naming yung mga mali namin." (As staff, we always need to understand the customer, and if they have negative feedback, we must improve our mistakes.) This highlights the clinic's dedication to continuous improvement based on client feedback. Following up with clients after resolving their issues, the clinic not only ensures that clients are satisfied with the solutions provided but also gathers valuable insights that can guide future improvements in service delivery.

Timely responses and effective follow-up serve to create a feedback loop between the clinic and its clients. When clients see that their concerns are addressed quickly and that their feedback leads to tangible improvements, it

fosters trust and encourages them to continue utilizing the clinic's services. Additionally, this ongoing communication helps to establish a strong relationship between the clinic and its clients, which is essential for building long-term loyalty.

Furthermore, this operational practice can be seen as a differentiator in a competitive healthcare landscape. Clients are more likely to choose a clinic that prioritizes timely communication and demonstrates a commitment to addressing their concerns swiftly. This responsiveness not only enhances client satisfaction but also positions the clinic as a reputable and client-focused provider in the industry.

In conclusion, the theme of timely response and follow-up, as articulated by Participants 2 and 4, is a vital operational practice within the clinic. Ensuring that client concerns are addressed promptly and that follow-up communication is established, the clinic reinforces its commitment to client satisfaction and service excellence. This proactive approach not only resolves individual complaints effectively but also cultivates a culture of continuous improvement and trust, ultimately benefiting both clients and the clinic.

Top Operational Practices in Quality Control

Participants identified several key operational practices that contribute to ensuring high-quality services and products in their clinic, emphasizing the importance of staff competency and client satisfaction:

1. Standard Operating Procedures (SOPs) (Participant 4, Participant 5)
2. Quality Assurance in Products and Treatments (Participant 1, Participant 2)
3. Regular Performance Evaluation (Participant 5, Participant 6)

1. Standard Operating Procedures (SOPs) (Participant 4, Participant 5)

The implementation of Standard Operating Procedures (SOPs) emerged as a critical operational practice among participants, underscoring the importance of having clear, defined guidelines to ensure consistent service quality and operational efficiency within the clinic. SOPs serve as a framework that helps staff members understand their roles and responsibilities, leading to standardized practices that enhance patient care and safety.

Hygiene and safety protocols is one of the most priority in operational practices of every health and beauty clinics. Personal hygiene should not interfere with anyone's ability to execute their jobs as efficiently and safely as feasible (Weeklysafety, 2024). Surroundings and the employees must follow the proper procedure of maintaining cleanliness, employees must disinfect their hands before and after conducting a health and beauty services to the customers. Hygiene and safety protocol are a vital role for the safety of the image of the business and customers.

Participant 4 emphasized the significance of adhering to proper procedures by stating, "We always maintain the proper procedure of every service to prevent any complaints" ("We always maintain the proper procedure for every service to prevent any complaints"). This highlights the clinic's proactive approach to quality control, where established procedures are followed meticulously to minimize errors and enhance overall service delivery. Maintaining these standards, the clinic not only safeguards the quality of care provided but also fosters a reliable environment where patients can trust that they will receive consistent and safe treatments.

Participant 5 further reinforced this practice by noting, "Know your customers and set standard procedure" ("Know your customers and set a standard procedure"), which indicates that the clinic recognizes the importance of tailoring its services to individual patient needs while adhering to established guidelines. This dual focus ensures that while standardized procedures are in place, there is still room for flexibility and personalization in service delivery.

Balancing SOPs with an understanding of individual patient requirements, the clinic can effectively manage expectations and deliver a high level of satisfaction.

The establishment of SOPs also streamlines training and onboarding processes for new staff members. With clear guidelines in place, new employees can quickly learn the protocols necessary for their roles, reducing the time required to reach full competency. This systematic approach to training ensures that all staff are well-equipped to deliver care in line with the clinic's standards, enhancing overall operational efficiency.

Moreover, SOPs facilitate accountability among staff members. When procedures are clearly outlined, it becomes easier to identify areas for improvement and assess individual performance against established benchmarks. This transparency not only promotes a culture of accountability but also encourages staff to take ownership of their work, knowing that their adherence to SOPs directly impacts patient care.

In conclusion, the establishment and adherence to Standard Operating Procedures (SOPs) is a fundamental operational practice within the clinic that promotes consistency, quality, and efficiency in service delivery. Maintaining proper procedures and ensuring that all staff are trained in these standards, the clinic fosters a reliable and safe environment for patients. This commitment to structured operational practices not only enhances patient satisfaction but also strengthens the clinic's reputation as a provider of high-quality care.

2. Quality Assurance in Products and Treatments (Participant 1, Participant 2)

Quality assurance in products and treatments emerged as a fundamental operational practice within the clinic, with participants underscoring its critical role in ensuring that patients receive safe, effective, and reliable care. This commitment to quality extends beyond service delivery to encompass the selection and management of products used in treatments, reinforcing the clinic's dedication to patient safety and satisfaction.

Participant 1 highlighted the importance of having proven and tested products available, stating, "ang kagandahan ng edge naming dito is diba meron mga gamot kami, meron kami pharmacy, meron kami laboratory and may dermatology. So mga product talaga naming is proven and tested" ("the good thing about our edge here is that we have medications, a pharmacy, a laboratory, and dermatology. So, our products are really proven and tested"). This assertion indicates that the clinic prioritizes the use of high-quality products that have undergone rigorous evaluation. Integrating various services, such as a pharmacy and laboratory, the clinic ensures that its offerings are not only comprehensive but also grounded in clinical evidence, thereby enhancing the trust patients have in the treatments they receive.

Participant 2 further emphasized the meticulous attention given to the quality of treatments administered, stating, "Lahat ng gamit naming dito is high quality and dinudouble check muna naman kung tama talaga yung ilalagay naming products samang client" ("All the equipment we use here is of high quality, and we double-check if the products we use on our clients are correct"). This commitment to thorough verification before applying products underscores a proactive approach to quality assurance, where every aspect of patient care is closely monitored to prevent errors. This attention to detail not only enhances the safety of treatments but also reassures patients that their well-being is the clinic's top priority.

Health and beauty businesses are focusing on their operational practices to ensure the consistency of the service inside the business to reduce risks and errors. Herry James (2024) stated, health and beauty are both crucial parts of total well-being, yet they have different meanings.

Moreover, the practice of maintaining quality assurance in products and treatments fosters a culture of continuous improvement. Regularly evaluating the effectiveness and safety of products used in treatments, the clinic can adapt its practices based on emerging evidence and patient feedback. This adaptability is essential in the healthcare sector, where advancements in medical knowledge and technology can influence treatment protocols and product efficacy.

The emphasis on quality assurance also serves to empower staff members. With clear standards and protocols in place, employees are encouraged to take an active role in monitoring the quality of the products and treatments they administer. This sense of responsibility not only enhances the overall performance of the clinic but also contributes to a collaborative environment where all team members are committed to upholding high standards of care.

In summary, quality assurance in products and treatments is a critical operational practice that underpins the clinic's commitment to delivering safe, effective, and reliable healthcare services. Prioritizing the use of proven and tested products and implementing thorough verification processes, the clinic enhances patient trust and satisfaction. This focus on quality not only elevates the standard of care provided but also reinforces the clinic's reputation as a provider of excellence in healthcare.

3. Regular Performance Evaluation (Participant 5, Participant 6)

Regular performance evaluation emerged as a pivotal operational practice within the clinic, reflecting the organization's commitment to maintaining high standards of care and ensuring that staff members are continually improving in their roles. Participants noted that systematic assessments of performance not only enhance service quality but also foster professional development among employees.

Participant 5 emphasized the importance of performance evaluations, stating, "to ensure and maintain the quality of product treatments, once a month we have proper training for staff to refresh the standard procedure of our treatment and servicing" ("to ensure and maintain the quality of product treatments, once a month we have proper training for staff to refresh the standard procedure of our treatment and servicing"). This practice highlights the clinic's proactive approach to maintaining service quality through consistent training and evaluation. Conducting monthly performance assessments, the clinic reinforces the importance of adhering to established procedures and standards. This regular training ensures that staff remain knowledgeable about best practices, which ultimately translates into improved patient care and satisfaction.

Participant 6 further contributed to the discussion by emphasizing the importance of evaluating performance against established benchmarks: "Before we give a certain product or medicine to our clients, we are ensuring na makukuha nila yung angkop para sa case nila" ("Before we give a certain product or medicine to our clients, we ensure that they receive the appropriate one for their case"). This indicates that performance evaluations are not merely about assessing individual contributions but are also tied to ensuring that the quality of care aligns with patient needs. Holding staff accountable for their performance, the clinic fosters an environment where quality assurance is a shared responsibility among all employees.

Regular performance evaluations also serve as a vital feedback loop for staff members, providing them with constructive insights on their strengths and areas for improvement. This continuous feedback mechanism encourages professional growth and development, empowering employees to refine their skills and enhance their service delivery. Staff who receive regular evaluations are more likely to feel supported in their roles, leading to increased job satisfaction and motivation.

Moreover, the practice of regular performance evaluation can identify training needs and skill gaps within the team. Analyzing performance metrics, the clinic can tailor training programs to address specific areas where staff may need additional support. This targeted approach not only improves individual performance but also strengthens the overall competency of the team, ensuring that the clinic remains responsive to patient needs and industry standards.

In conclusion, regular performance evaluation is a crucial operational practice that underscores the clinic's dedication to high-quality patient care and staff development. Implementing systematic assessments and providing ongoing training, the clinic creates an environment where quality assurance and professional growth are prioritized. This commitment to performance evaluation not only enhances service delivery but also contributes to a culture of excellence within the organization, ultimately benefiting both staff and patients alike.

Top Operational Practices in Staff Training and Development

Participants identified several key operational practices that contribute to effective staff training and development in their clinic, emphasizing the importance of equipping staff with the necessary skills and knowledge to provide quality services:

1. Structured Initial and Ongoing Training (Participant 3, Participant 5)
2. Specialized Skill Development (Participant 2, Participant 4)
3. Performance Monitoring and Evaluation (Participant 3, Participant 5)

1. Structured Initial and Ongoing Training (Participant 3, Participant 5)

In the bustling environment of the clinic, the foundation of success rests upon the structured initial and ongoing training provided to staff. Staff training is an ongoing activity that aims to improve individual and organizational performance, promote career growth, and adapt to changing business requirements (Herbert, 2017). This practice, highlighted by Participant 3 and Participant 5, plays a pivotal role in shaping a team that is not only knowledgeable but also confident in their abilities to deliver exceptional care.

When new staff members join the clinic, they are welcomed into a comprehensive training program that spans several weeks. This initial training is meticulously designed to immerse them in the clinic's procedures, service offerings, and the essential standards of client care. As Participant 3 explained, "we have 2 months training before regularization and yearly training" (we have a two-month training before regularization and yearly training), which ensures that new hires are not just passive learners; they actively engage in hands-on experiences that enable them to grasp the intricacies of their roles. During this crucial period, they learn about the specific treatments offered at the clinic and how to communicate effectively with clients.

Participant 4 echoed this sentiment, stating, "Lahat ng procedures or treatment na inooffer naming ay nag traning sila para makasigurado na ago sila gumawa ay marunong na sila" (All the procedures or treatments that we offer undergo training so that they are confident and knowledgeable).

The commitment to training doesn't end once the initial period concludes. Participant 5 emphasized the importance of ongoing training initiatives, explaining that clinics conduct monthly training sessions to keep the team updated on new procedures and technologies. "Meron kami every month na seminar para maturuan kami ng ibang mga procedures" (Every month, we have seminars to teach us different procedures), they noted, showcasing the clinic's dedication to continuous improvement. This consistent reinforcement of knowledge ensures that staff remain proficient and confident in their skills, adapting seamlessly to advancements in the field. For instance, when new equipment arrives or innovative treatment methods are introduced, the clinic organizes additional training sessions to

familiarize everyone with these developments. This proactive approach not only enhances the staff's expertise but also empowers them to provide the best possible care to clients.

The benefits of such a structured training program are manifold. It creates a cohesive team where all members are aligned in their understanding of the clinic's protocols and standards. This uniformity is crucial in a healthcare setting, where consistency can significantly impact patient safety and satisfaction. As Participant 1 stated, "As we said earlier before we deploy the staff members in their destination branches. We will make sure na totally equipped sila and confident na sa tretment since skin ang hahandle nila" (As we said earlier before we deploy the staff members in their destination branches, we will make sure they are totally equipped and confident in the treatment since they will handle skin). Moreover, ongoing training fosters a culture of continuous improvement, encouraging staff to enhance their skills and knowledge over time. When employees feel equipped and competent, they approach their work with greater confidence, which inevitably translates to improved interactions with clients.

Both Participant 3 and Participant 5 shared insights on how this structured training directly impacts client satisfaction. "Every week we have a proper demo for the training staff. May mga humihiga para matry kung marunong na ba ang isang staff or need improvement" (Every week we have a proper demo for the training staff. There are people lying down to try if a staff member is already skilled or needs improvement), Participant 5 reflected. This sense of confidence not only benefits the employees but also cultivates a positive environment for clients, leading to enhanced loyalty and trust in the clinic's services. Participant 2 reinforced this notion by stating, "staff will encourage a proactive and confident approach to acquiring new skills and knowledge" (staff will encourage a proactive and confident approach to acquiring new skills and knowledge), which ultimately contributes to a higher level of client care.

In essence, structured initial and ongoing training is not merely a checkbox on the clinic's operational checklist; it is the lifeblood of effective service delivery. Prioritizing comprehensive training programs, clinics ensure their staff is not only prepared to handle the challenges of their roles but also empowered to foster meaningful connections with clients. This commitment to training ultimately enriches the clinic's reputation, builds trust with clients, and enhances the overall quality of care provided.

2. Specialized Skill Development (Participant 2, Participant 4)

In the competitive landscape of healthcare services, specialized skill development emerges as a critical operational practice that enhances the clinic's ability to deliver high-quality treatments. This approach, emphasized by Participant 2 and Participant 4, focuses on equipping staff with specific competencies necessary for the various procedures offered, ensuring that they can meet diverse client needs effectively.

At the heart of specialized skill development is a structured training program that emphasizes the importance of mastering particular techniques. Participant 2 articulated this well, stating, "meron kami training tinuruan kami muna about sa procedure at sa pag apply ng mga fillers or injections sa mga client dapat maturo ito ng maayos at tamang pag apply" (we have training where we are first taught about the procedures and how to apply fillers or injections on clients; this should be taught correctly and properly). This commitment to focused training ensures that staff members are not just familiar with general procedures but are adept at the specific applications that clients require. Honing their skills in a targeted manner, the staff is better prepared to deliver effective treatments, which in turn boosts client confidence in the services provided.

Moreover, the emphasis on specialized skill development fosters a culture of excellence within the clinic. As Participant 4 pointed out, "Hindi lamang training sa pagtatrabaho kundi pati narin kung paano makikipag usap sa

customers" (Not only training for work but also how to communicate with customers). This dual focus on technical skills and interpersonal communication enhances the overall client experience.

Being equipped with the necessary technical skills and understanding the importance of building rapport with clients, staff can create a more welcoming and trusting environment. This is especially vital in the healthcare sector, where clients often seek reassurance and clarity regarding their treatments.

The ongoing commitment to specialized skill development is equally important. Participant 5 remarked, "When it comes to training program before we deploy the staff to their destination branches we conduct for a month proper training. Included the machine and model for a different treatment case to case basic" (When it comes to the training program, before we deploy the staff to their destination branches, we conduct a proper training for a month, which includes the machine and model for different treatment cases). This thorough preparatory phase allows staff to gain hands-on experience with various treatments, thereby enhancing their practical knowledge. Incorporating real-life scenarios and case studies into the training regimen, the clinic ensures that employees are well-prepared to handle the complexities of their roles upon deployment.

Furthermore, the clinic recognizes that specialized skill development is a continuous journey. As new treatments and technologies emerge, the need for staff to update and refine their skills becomes paramount. Participant 6 highlighted this ongoing effort, saying, "yun nga kapag meron kami seminar meron mga procedures na kailangan mo din gawin para matuto ka" (when we have seminars, there are procedures that you also need to do to learn). Regular seminars and refresher courses help staff stay abreast of industry trends and advancements, allowing them to incorporate the latest practices into their service delivery. This not only benefits the staff but also assures clients that they are receiving the most current and effective treatments available.

In conclusion, specialized skill development stands as a cornerstone of operational excellence in the clinic. Investing in focused training that enhances both technical competencies and client interaction skills, the clinic empowers its staff to provide exceptional care. This strategic approach to training not only boosts employee confidence and proficiency but also cultivates a positive client experience that fosters loyalty and trust. Through dedicated efforts in specialized skill development, the clinic positions itself as a leader in healthcare service, meeting the unique needs of each client with professionalism and expertise.

3. Performance Monitoring and Evaluation (Participant 3, Participant 5)

Performance monitoring and evaluation serve as critical operational practices within the clinic, ensuring that staff members consistently meet the established standards of care and service. This practice, highlighted by Participant 3 and Participant 5, underscores the clinic's commitment to continuous improvement and accountability in delivering high-quality treatments.

Participant 3 emphasized the importance of regular evaluations, stating, "we have 2 months training before regularization and yearly training" (we have 2 months of training before regularization and yearly training). This structured timeline not only provides a framework for initial skill development but also establishes a baseline for ongoing performance assessment. The two-month training period allows staff to adapt to their roles, learn essential skills, and demonstrate their competencies. Following this initial phase, the annual training serves as a valuable opportunity for staff to refresh their knowledge, adapt to new practices, and ensure they are aligned with the clinic's evolving standards.

Furthermore, Participant 5 discussed the practical aspects of performance evaluation within the clinic, stating, "Every week we have a proper demo for the training staff. May mga humihiga para matry kung marunong na ba ang isang staff or need improvement" (Every week we have a proper demo for the training staff. There are models lying down to check if a staff member is skilled or needs improvement).

This hands-on approach to performance monitoring allows for real-time feedback and assessment of staff competencies. Utilizing demonstration sessions where staff can practice their skills on actual models, the clinic creates an environment that encourages learning and growth. This process not only identifies areas for improvement but also reinforces the clinic's commitment to delivering effective treatments.

Additionally, the emphasis on performance monitoring fosters a culture of accountability among staff members. Knowing that their skills and techniques will be evaluated encourages staff to take their training seriously and strive for excellence in their roles. This is particularly important in the healthcare sector, where the quality of service directly impacts client satisfaction and safety. As Participant 3 noted, "by doing somethings to the customer constructive criticism" (by providing constructive criticism to the customer), it becomes evident that feedback is a key component of the evaluation process. This constructive feedback not only helps staff identify areas where they can improve but also emphasizes the importance of client interactions in their performance assessments.

Moreover, the continuous cycle of monitoring and evaluation contributes to a dynamic learning environment. Regularly assessing staff performance and adapting training programs accordingly, the clinic ensures that its team remains competent and confident in their abilities. According to Morgan (2017), employee experience is the sum of all contacts between an employee and the organization. This adaptability is crucial in the fast-paced healthcare industry, where new techniques and technologies emerge frequently.

In conclusion, performance monitoring and evaluation are vital operational practices that enhance the quality of care provided by the clinic. Implementing structured training programs and regular assessments, the clinic fosters an environment of continuous improvement and accountability. This commitment to evaluating staff performance not only ensures that clients receive the highest standard of care but also empowers staff to take ownership of their professional development, ultimately contributing to the clinic's success and reputation in the healthcare field.

Top Operational Practices in Meeting Client Needs and Enhancing Service Delivery

Participants identified several key operational practices that contribute to effectively meeting client needs and enhancing service delivery in their clinic, emphasizing the importance of personalized experiences and quality assurance:

1. Client Experience through Personalization (Participant 1, Participant 2)
2. Proactive Client Engagement (Participant 3, Participant 4)
3. Quality Assurance and Standards (Participant 5, Participant 6)

1. Client Experience through Personalization (Participant 1, Participant 2)

In the bustling environment of the clinic, the concept of Client Experience through Personalization stands as a cornerstone of their operational practices. Participants shared compelling insights into how tailoring experiences to each client not only meets their individual needs but also enhances overall satisfaction and loyalty.

Participant 1 articulated the essence of this personalized approach through the clinic's tagline, "experience to believe." They explained, "Kasi tayo diba sa executive makikita Ninyo meron kami parang tagline na experience to believe so kumbaga parang bago pa lang naming siya iano sa client naranasan rin namin kaya alam naming kung ano

pakiramdam” (Because in the executive, you will see that we have a tagline ‘experience to believe,’ meaning that before we introduce it to the client, we have experienced it ourselves, so we know what it feels like). This firsthand experience empowers staff to share genuine insights with clients, helping to alleviate concerns and build trust. For instance, if a client is apprehensive about the pain involved in waxing, the staff can reassure them based on their own experiences, effectively bridging the gap between client anxiety and service expectation.

Participant 2 echoed this sentiment, emphasizing that understanding clients' feelings is paramount. They stated, “Yun nga sa executive sabi ni sis veronica meron kami tagline experience to believe ibig sabihin kami muna makakaranas para kung may magtanong samin kung masakit ba yung wax sasabihin naming yung tunay” (As Sis Veronica mentioned in the executive, we have the tagline ‘experience to believe,’ meaning we must experience it first so that if someone asks us if the wax is painful, we can tell them the truth). This approach ensures that clients receive honest and relatable answers, creating a safe space where they feel heard and valued. When staff can empathize with clients based on their own experiences, it fosters a sense of connection that goes beyond mere service delivery.

The participants further highlighted that personalization involves active listening and tailored service. Participant 6 noted, “Bago sila official na magsimula ng trabaho sila ay sumalang muna sa training para sa ibat ibang klase ng services na inooffer ng aesthetic clinic namin” (Before they officially start their work, they first undergo training for the different types of services offered by our aesthetic clinic). This attention to detail allows them to customize treatments effectively, ensuring that every client receives care that aligns with their individual circumstances. For example, if a client expresses a desire for a gentler facial procedure due to sensitive skin, the staff can adjust the treatment plan accordingly, showcasing their commitment to personalized care.

The impact of this personalized approach is evident in the clinic's high levels of client satisfaction. Participant 5 shared an observation: “Nasisiguro ng clinic namin na tama ang ginagawa naming procedures sa mga clients namin kasi patuloy pa din silang bumabalik at patuloy na nagtitiwala sa ginagawa namin” (Our clinic ensures that the procedures we perform on our clients are correct because they continue to return and trust what we do). This reflects the effectiveness of their operational practices and emphasizes how personalization cultivates loyalty.

In essence, the theme of Client Experience through Personalization underscores the critical importance of creating tailored interactions that resonate with clients. Through genuine engagement, firsthand experiences, and a commitment to understanding individual needs, the clinic effectively enhances service delivery and fosters long-lasting relationships with its clients. This strategic focus on personalization not only meets the immediate demands of clients but also solidifies the clinic's reputation as a trusted provider of aesthetic services, making clients feel appreciated and understood at every interaction.

2. Proactive Client Engagement (Participant 3, Participant 4)

The theme of Proactive Client Engagement is pivotal in ensuring that clients feel valued, informed, and supported throughout their journey with the clinic. Participants highlighted the significance of actively reaching out to clients, anticipating their needs, and fostering a culture of communication that enhances service delivery and strengthens client relationships.

Participant 3 emphasized the necessity of ongoing engagement, stating, “Doing it on a daily basis, checking everything at all circumstances” (Doing it on a daily basis, checking everything under all circumstances). This approach highlights the importance of consistent interactions, where staff take the initiative to follow up with clients regularly. Checking in with clients, the staff can address any concerns, answer questions, and provide reminders for upcoming

appointments or treatments. This proactive engagement not only demonstrates the clinic's commitment to client care but also reassures clients that their well-being is a top priority.

Similarly, Participant 4 noted the role of reminders and follow-ups in their operational practices: "We assure all the practices are effective because we're always reminding them" (We ensure that all practices are effective because we're always reminding them).

This statement reflects the clinic's strategy of actively reminding clients about their scheduled appointments, upcoming treatments, and any necessary aftercare instructions. Such proactive measures help clients stay informed and engaged, reducing the likelihood of missed appointments and ensuring that they receive the care they need when they need it.

The focus on proactive client engagement extends beyond mere reminders; it encompasses building meaningful relationships with clients. Customer engagement is vital since it allows you to create long-term relationships with your target audience (Danao, 2024). Taking the time to engage with clients regularly, staff can gather valuable feedback and insights into their experiences. This feedback loop allows the clinic to continuously refine and improve its services, ensuring that they are tailored to meet clients' evolving needs.

Moreover, this approach fosters a sense of community and loyalty among clients. When clients feel that the clinic is genuinely invested in their care and success, they are more likely to return for future services and recommend the clinic to others. Participant 3's insight into daily interactions emphasizes the importance of maintaining a connection, suggesting that this commitment to engagement significantly contributes to the clinic's reputation and client retention.

In summary, the theme of Proactive Client Engagement underscores the critical role of active communication and relationship-building in enhancing client satisfaction and service delivery. Consistently checking in with clients, providing timely reminders, and fostering open dialogue, the clinic not only addresses immediate client needs but also cultivates lasting relationships that enhance overall client experience. This proactive approach positions the clinic as a trusted partner in clients' journeys, reinforcing their commitment to exceptional service and client care.

3. Quality Assurance and Standards (Participant 5, Participant 6)

The theme of Quality Assurance and Standards plays a crucial role in the operational practices of the clinic, ensuring that the services provided meet high-quality benchmarks and client expectations. Quality control methods are used to ensure the quality, safety, and efficacy of hygiene and cosmetic products (Yvea.io, 2024). Participants underscored the importance of implementing rigorous quality control measures and maintaining consistent standards to enhance service delivery and client satisfaction.

Participant 5 articulated the commitment to quality, stating, "sa royal prince kami muna mag mag try bago ang client para makita naming kung effected ba ito or hindi" (At Royal Prince, we first try the treatments before the clients so we can see if they are effective or not). This proactive approach to quality assurance ensures that the staff personally experiences the services before offering them to clients. Doing so, they can accurately assess the effectiveness of treatments, anticipate potential client concerns, and provide authentic recommendations. This hands-on experience not only boosts staff confidence in the services offered but also reinforces a culture of accountability and quality among the team.

Similarly, Participant 6 emphasized the clinic's dedication to quality procedures, noting, "Nasisiguro ng clinic namin na tama ang ginagawa naming procedures sa mga clients namin kasi patuloy pa din silang bumabalik at patuloy na nagtitiwala sa ginagawa namin" (Our clinic ensures that we are doing the right procedures for our clients because

they continue to return and trust what we do). This statement highlights the importance of establishing and adhering to standard operating procedures that guide the delivery of services. Prioritizing quality assurance, the clinic builds a strong foundation of trust with clients, as they can rely on the consistency and effectiveness of the treatments provided.

The emphasis on quality assurance also extends to the regular evaluation and monitoring of service delivery. Maintaining high standards requires ongoing assessment of both staff performance and client outcomes. Routinely checking and updating their practices, the clinic ensures that they remain aligned with industry standards and client expectations. This proactive stance not only enhances the clinic's reputation but also encourages a culture of excellence within the team.

Furthermore, the theme of quality assurance resonates with clients, as they are more likely to choose a clinic that prioritizes high standards in its services. When clients experience consistent quality and positive outcomes, they are more inclined to return for additional treatments and recommend the clinic to others. Participant 5's insight into trialing treatments before offering them reflects a commitment to client welfare, as the clinic strives to deliver safe and effective services.

In summary, the theme of Quality Assurance and Standards highlights the critical importance of implementing robust quality control measures and maintaining high service standards in the clinic's operational practices. Prioritizing quality through staff training, consistent evaluation, and a commitment to effectiveness, the clinic enhances service delivery and fosters client trust. This dedication to excellence not only meets client needs but also solidifies the clinic's position as a trusted provider in the competitive aesthetic services market.

Impacts of Operational Practices on Client Satisfaction and Business Profitability

Participants identified several key operational practices that contribute to client satisfaction and overall business profitability in their clinic, emphasizing the importance of effective service delivery and client retention:

1. Operational Efficiency (Participant 1, Participant 5)
2. Client Satisfaction and Experience (Participant 3, Participant 4)
3. Client Retention Strategies (Participant 2, Participant 6)

1. Operational Efficiency (Participant 1, Participant 5)

Operational efficiency is a critical theme in enhancing service delivery and overall performance in a clinic. Participant 1 emphasizes the importance of managerial oversight by stating, "kailangan talaga mamonitor yung mga staff so hindi lang pwede na ito lang gagawin dapat ma maximize nila ang mga gagawin" ("It is really necessary to monitor the staff, so it cannot just be that this is what they will do; they should maximize what they do."). This statement underscores the necessity for managers to actively monitor their staff to ensure that they are not only completing their tasks but are also maximizing their productivity. Providing clear expectations and support, managers can foster a culture of efficiency that directly impacts the quality of service provided to clients.

Participant 5 elaborates on this theme by discussing specific practices that have proven beneficial, stating, "my operation practices, like streamlining scheduling and enhancing staff training, improved patient satisfaction and service quality" ("My operational practices, like streamlining scheduling and enhancing staff training, improved patient satisfaction and service quality."). This highlights how effective scheduling can reduce wait times, leading to a more satisfying experience for clients. Efficient scheduling not only enhances client satisfaction but also allows the clinic to accommodate more clients within the same operational hours, thereby increasing potential revenue.

Additionally, Participant 5 mentions the importance of “regularly analyzing feedback [to help adapt] to client needs” (translated directly as well). This practice allows the clinic to identify areas for improvement and adjust operational processes accordingly. Being responsive to client needs, the clinic can enhance service quality, thereby boosting client satisfaction and fostering loyalty. This creates a positive feedback loop where satisfied clients are more likely to return and refer others, ultimately leading to increased business profitability.

In summary, operational efficiency encompasses effective staff monitoring, streamlined scheduling, and responsiveness to client feedback. The insights from Participants 1 and 5 illustrate how these practices can significantly improve service delivery, enhance client satisfaction, and ultimately contribute to the clinic’s overall profitability. Prioritizing operational efficiency, the clinic can create a positive experience for clients while optimizing its resources for sustained business success.

2. Client Satisfaction and Experience (Participant 3, Participant 4)

Client satisfaction and experience are pivotal elements in the success of any clinic, directly influencing client retention and overall business profitability. Participant 3 articulates the importance of these factors by stating, “our operational practices lead us to more satisfied clients” (“ang aming mga operational practices ay nagdadala sa amin ng mas nasisiyahang kliyente”). This highlights how effective operational practices can create positive experiences for clients, fostering a sense of loyalty and trust. When clients feel valued and satisfied with the services they receive, they are more likely to return and recommend the clinic to others.

Participant 4 adds to this theme by emphasizing the significance of client satisfaction, stating, “as a staff mas mahalaga sa amin ang client satisfied” (“as staff, client satisfaction is more important to us”). This statement reflects a strong commitment from the staff to prioritize the needs and expectations of clients. Placing client satisfaction at the forefront of their operations, the clinic not only enhances the overall experience for clients but also builds a reputation for quality service.

The commitment to client satisfaction can manifest in various ways, such as personalized service, active listening, and responsiveness to feedback. Understanding client preferences and needs, staff can tailor their services to enhance the overall experience. This is particularly important in the beauty and wellness industry, where personal attention and care can significantly impact a client’s perception of the service provided.

Furthermore, satisfied clients are likely to share their positive experiences, leading to higher referral rates and a revisit intention. The study of Chih-Hsing Sam Liu (2016) demonstrated that revisit intention is related to the service. Participant 3 notes, “by having more satisfied clients, also high rate of refer rate” (“sa pagkakaroon ng mas nasisiyahang mga kliyente, mataas din ang antas ng referral”). This creates a cycle of growth for the clinic, where positive client experiences lead to referrals, which in turn contribute to increased profitability.

In conclusion, client satisfaction and experience are critical components of a clinic’s success. The insights from Participants 3 and 4 illustrate how prioritizing client needs and preferences can lead to improved satisfaction, loyalty, and ultimately, business profitability. Fostering a client-centric environment, the clinic can ensure that it meets and exceeds client expectations, paving the way for long-term success.

Numerous studies have found that customer satisfaction influences consumer loyalty and repurchase propensity, customer satisfaction significantly affects customer loyalty (Surya and Kurniawan, 2021).

3. Client Retention Strategies (Participant 2, Participant 6)

Client retention strategies play a crucial role in maintaining a loyal customer base and ensuring the long-term success of a clinic. Participant 2 highlights the importance of benefits for both clients and staff by stating, “Hindi lang ang clinic ang magbe-benefit sa lahat kundi pati ang mga staff” (“Not only the clinic benefits from all this, but also the staff”). This emphasizes the symbiotic relationship between client satisfaction and staff well-being. When staff feel valued and supported, they are more likely to provide high-quality service, which in turn enhances client retention. A motivated staff can create a welcoming atmosphere, fostering trust and loyalty among clients.

Participant 6 discusses specific strategies aimed at retaining clients, noting that “giving the loyal clients discounts or promos for them to engage more in our clinic and for us to gain more clients” (“giving loyal clients discounts or promos to encourage them to engage more in our clinic and help us gain more clients”). This statement underscores the importance of rewarding loyal clients as a means of encouraging repeat business. Discounts and promotional offers serve as incentives for clients to return, demonstrating that the clinic values their loyalty. These strategies not only help in retaining existing clients but can also attract new ones through positive word-of-mouth referrals.

Moreover, retaining clients can lead to increased profitability for the clinic. Engaging clients through loyalty programs or personalized services can result in higher customer lifetime value. When clients feel appreciated, they are more likely to continue using the clinic's services and to recommend it to others. Participant 2's insight reflects this connection between satisfied clients and long-term retention: a satisfied client is more likely to remain loyal, thus ensuring consistent revenue for the clinic.

In summary, effective client retention strategies are vital for sustaining a successful clinic. The insights from Participants 2 and 6 illustrate how fostering a supportive environment for staff and implementing loyalty programs can significantly enhance client retention. Prioritizing the needs of both clients and staff, the clinic can build lasting relationships that contribute to its overall performance and profitability. These strategies not only enhance client satisfaction but also create a strong foundation for future growth.

CONCLUSION

Based on the findings of the study, the following conclusions were drawn:

Top Operational Practices

The research emphasized the critical role of effective operational practices in the success of health and beauty clinics. It found that service quality, quality control, and continuous staff training were fundamental in driving client satisfaction and loyalty. Fostering a welcoming environment and actively engaging with clients, clinics were better positioned to meet client needs and stay competitive in a dynamic market. Furthermore, the study highlighted the importance of ongoing assessment and improvement of operational procedures to enhance business performance.

Maximization of Effectiveness of Top Operational Practices

The research identified that optimizing best practices led to highly efficient performance in health and beauty clinics within a competitive environment. The study confirmed that strategically creating an inviting atmosphere and providing employee training helped improve client experiences, fostering loyalty. Adopting customer-centric strategies and actively seeking client feedback, clinics were able to tailor their services to meet client expectations, resulting in

increased satisfaction and retention. Additionally, implementing quality control mechanisms ensured that services consistently met standards, building client trust and encouraging word-of-mouth referrals.

Effects on General Performance

It indicates that clinics that prioritize outstanding customer care, stringent quality control, and continuous staff training experience remarkable client satisfaction and retention. These practices contribute to an enhanced client experience, leading to higher retention rates and positive word-of-mouth referrals. Additionally, the research shows that responsiveness to client feedback enhances a clinic's ability to adapt to market trends and client needs. Therefore, the implementation of these practices not only improves customer satisfaction but also drives profitability and provides a competitive advantage, highlighting the organizational importance of operational excellence for better performance in the health and beauty industry.

Recommendations

Based on the findings regarding the operational practices of the clinic, the following recommendations are proposed to further enhance customer service, quality control, and staff training, ultimately improving client satisfaction and business profitability:

Enhance Customer Service Training

The clinics must improve their customer service and implement a more advanced and knowledgeable customer service excellence training program, which can emphasize the skills of communication, empathy, and problem-solving to address all the inquiries and needs of the clients. This research suggests that the clinics should enhance their staff training programs to ensure the safety of their clients. Additionally, pay attention to selecting training programs, select the best and upgrade the skills of the employees for innovative health and beauty services.

Protocols

Strict quality control measures the quality of the services offered, implementing a strict protocol ensures the consistency of the quality of services. This research recommends that strict quality control measurements should be carried out through business regularly, checking and monitoring the feedback of the client is crucial.

Implement Continuous Staff Development

The performance of the staff and employees matters the most to the clients; any changes in their skills and attitude will affect the image of the business. To avoid conflicts specifically in services, this research recommends an ongoing professional development to provide continuous up-to-date training for staff regarding the latest trends, techniques, and technologies related to health and beauty. This could be in the form of a workshop, certification, or attendance at an industry conference, among others.

Foster a Client Feedback Culture

Client honest feedback can help the business know what kind of improvement is needed, every single word coming from the clients can change the business permanently. This research observed that clinics must proactively solicit and promote client feedback through surveys, suggestion boxes, and follow-up communications. The feedback would then be analyzed to make informed decisions about service enhancements and operational adjustments.

Leverage Technology for Service Delivery

The utilization of appointment scheduling software and other technologies such as CRM systems could help streamline clinic operations and contribute to better client relations. Clinics need investment in tools to enhance the experience of the client as well as service delivery efficiency.

Create a Welcoming Environment

Significant attention should be given to the physical environment of the clinic, even the small act of assistance would make the clients feel welcome. This research suggests having a presentable and accommodating space for the clients, this will greatly enhance their experience and facilitate greater client satisfaction. Implementing these recommendations, health and beauty clinics can strengthen their operational practices, leading to improved client satisfaction, enhanced service delivery, and overall business success.

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