

Nutrition counselling service a co-creation process for better communication to clients

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Introduction: Find the best way to communicate to clients is a challenge for all companies.

Challenge: This is a North Portugal DEMOLA co-creation case proposed by CryoSlimClinic company, a clinic situated in Bragança city. CryoSlimClinic has two employees and offers aesthetic services and nutrition consultations. The owner would like to expand her client portfolio in the nutrition area.



Aim: Find a better communication way for nutrition consultation clients.

Methods: Field visits to the company and questionnaires to possible customers were performed to analyze the customer communication channels and consumption intentions. Ideation was carried out with support to the DEMOLA co-creation process. Idea validation was achieved through consultation with marketing experts.

Main finds:

- No website, but Facebook and Instagram as communication channels;
- Two independent channels, for aesthetic and for nutrition consultation;
- Different images are used, with no interconnection between them or a direct link to the company logo;
- Inconsistent number and frequency of publications;
- Publications depend on the owner's time availability;
- There is no marketing professional working on company communication.

Solutions:

- ✓ Create a website (prototype);  
- ✓ Website connected;

- ✓ Standardize  company images;
- ✓ Create a periodic publication plan;

- ✓ Hire a marketing professional or a student internship;
- ✓ Create protocols.