VERITHEIA

The truth about your brand, seen clearly.

PROGRESS REPORT · INSIGHT & IMPACT PACKAGE

Lumen Aesthetics

Three months after your Competitive Insight Report

Prepared for Dana Reyes, Owner · January 2027

Prepared by **Dr. Brian Whelan**
Veritheia · veritheia.com
Confidential: prepared for the client named above

DID IT WORK?

Your two biggest problems are shrinking.

> Since you changed your consultations and published starting prices, complaints about feeling rushed and surprise costs have fallen sharply, and your average rating has risen. Both changes are statistically real.

+0.3
average rating, from 4.4 to 4.7 this quarter

−11 pts
reviews mentioning feeling rushed

110
new reviews since your first report

2 of 3
priorities with a proven improvement

Your priority scorecard

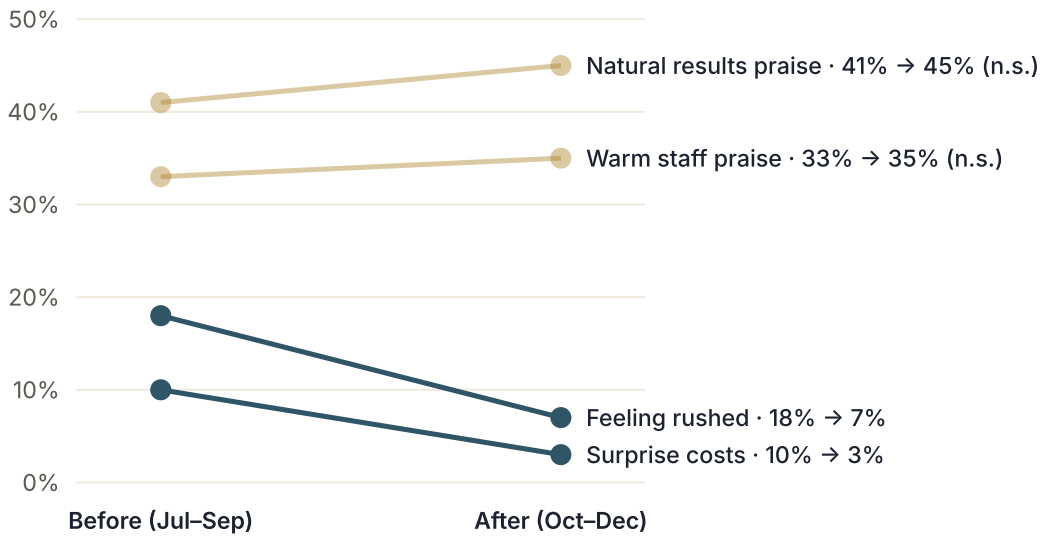
Priority	Before	After	Change	Verdict
1. Protect the consultation Reviews mentioning feeling rushed	18%	7%	−11 pts	✓ Real improvement · p = .01
2. Prices in writing Reviews mentioning surprise costs	10%	3%	−7 pts	✓ Real improvement · p = .03
3. Lead with natural results Reviews praising natural results	41%	45%	+4 pts	Holding steady · n.s.
Overall Average star rating	4.42	4.71	+0.29	✓ Real improvement · p = .02
Enthusiasm Veritheia Index™ Score	58	63	+5	✓ Real improvement · p = .02

Before: July to September 2026 (103 reviews). After: October to December 2026 (110 reviews). Two-proportion z-tests and a t-test on ratings.

WHAT CHANGED

Before and after

The share of reviews mentioning each theme, the quarter before your report and the quarter after.



Solid lines are statistically significant changes; faded lines (n.s.) are within normal variation.

Working

The longer consultations and written estimates. Rushed and cost complaints have fallen by more than half.

Holding

Praise for results and staff is steady, which means the changes didn't cost you your strengths.

> *"Took the time to answer every question before talking price. Never felt rushed."*
>
> Illustrative review · Google, November 2026

WHAT THIS MEANS

Your changes fixed the problem without hurting what customers already loved.

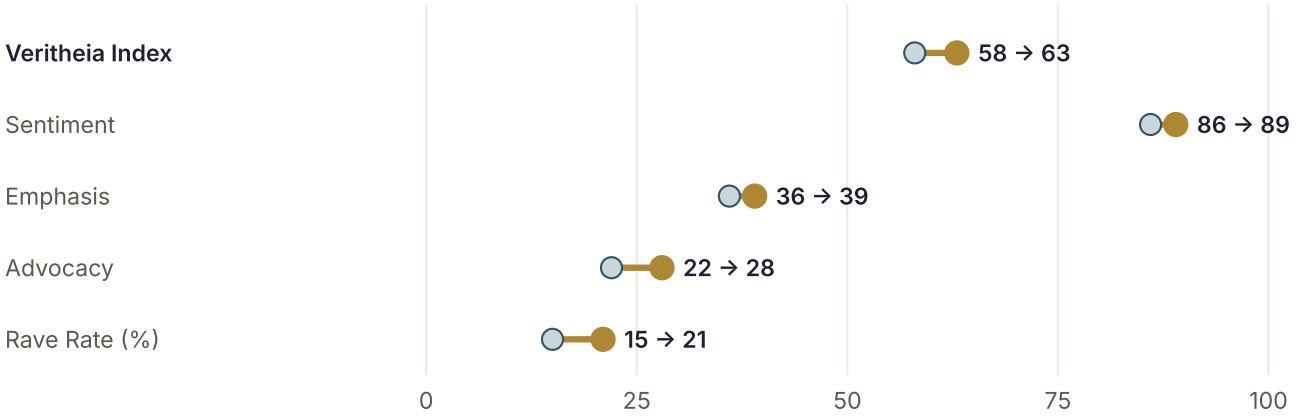
THE VERITHEIA INDEX

Your Index, before and after

63

Up from 58 three months ago (p = .02). **Clients aren't just rating you higher; they're writing about you with more enthusiasm.** Advocacy rose the most, as more clients recommend you by name.

Before (gray) and after (gold), 0 to 100



Advocacy led the gain

From 22 to 28. More clients now say they'll be back or recommend you, often mentioning the longer consultation.

More raves

The Rave Rate rose from 15% to 21%: about one review in five now does your selling for you, up from one in seven.

WHAT THIS MEANS

Your changes didn't just stop complaints; they gave clients something to rave about. Keep asking happy clients to share their experience.

THE MARKET NOW

How you compare now

The same three competitors, three months later.

Business	Rating then	Rating now		No-pressure consultations
Lumen (you)	4.6	4.7	▲	Weak → Moderate
Larkspur Skin Studio	4.8	4.8	–	Strong → Strong
Briarwood Med Spa	4.4	4.3	▼	Weak → Weak
Solenne Aesthetics	4.7	4.7	–	Moderate → Moderate

Ratings are overall Google averages. Theme ratings use each business's most recent reviews.

You moved up

Lumen is now rated moderate on no-pressure care, ahead of Briarwood and level with Solenne.

The gap that remains

Larkspur still leads on booking and follow-up, the next opportunity for Lumen.

WHAT THIS MEANS

You have closed half the gap with the market leader in one quarter.

WHAT TO DO NEXT

Your priorities for next quarter

1 Make booking effortless

Highest impact · Start this month

Why	Easy booking is a +0.4 star driver in this market, and Larkspur's biggest remaining advantage.
First step	Online booking for follow-ups, with text reminders.
Watch for	Reviews that mention easy scheduling.

2 Lock in the new consultation

Protect gains · Ongoing

Why	Rushed complaints fell from 18% to 7%. Keep it that way as you grow.
First step	Write the consultation steps into staff training.
Watch for	Rushed mentions staying under 10%.

3 Ask happy clients to mention what changed

Growth · Ongoing

Why	New reviews praising relaxed consultations and clear prices will reshape how prospects see you.
First step	A short review request after each visit.
Watch for	Steady growth in review volume.

OUR METHOD

How we measure: the Veritheia Index™

Every Veritheia report is built on the Veritheia Index™, a proprietary statistical method developed by Dr. Brian Whelan. It pairs language research developed and tested by university researchers with his proprietary method for analyzing small-business reviews.

1 Theme coding

Every review is read and coded for what it is about, using a codebook built for your business. AI assists with the volume; every result is checked by hand.

2 Language measurement

Each review is scored on three components: Sentiment (how positive the words are), Emphasis (how strongly they say it), and Advocacy (recommending, returning, loyalty), using a sentiment model calibrated for your industry's vocabulary.

3 Statistical testing

Margins of error, significance tests, and driver analysis separate real patterns from noise, using star ratings or the Index itself when ratings barely vary.

4 Expert interpretation

Dr. Whelan, a university marketing professor and consumer behavior researcher, turns the results into clear priorities for your business.

Why it matters

Question	Free review tools and AI chatbots	The Veritheia Index
How happy are customers?	Star average, often 4.8 or higher for everyone	Separates polite five-star reviews from true raves, scored 0 to 100
What matters most?	Lists of frequent keywords	Which themes are linked to higher ratings or stronger enthusiasm, with confidence intervals
Is it a real trend?	Charts that rise and fall	Significance tests that show whether a change is real or chance
Does the wording fit my industry?	General-purpose sentiment that misreads "I was so nervous" or "no pain" as negative	Calibrated for the language of your industry

Reading your scores. The Veritheia Index runs from 0 to 100 and is always shown with its 95% confidence range. The Rave Rate is the share of reviews scoring 75 or higher: the reviews that do your selling for you.

Reference. Sentiment scoring builds on VADER, a peer-reviewed sentiment model, calibrated by Dr. Whelan for each industry: Hutto, C. J., & Gilbert, E. (2014). VADER: A parsimonious rule-based model for sentiment analysis of social media text. *Proceedings of the International AAAI Conference on Web and Social Media, 8*(1), 216–225.

NEXT STEPS

Where to go from here

Book your Results Review

Your package includes a 30-minute Results Review with Dr. Whelan to go over what changed and plan what to do next. Book it within 30 days at veritheia.com/walkthrough.

Track your progress

A quarterly refresh shows whether your changes are working, starting at $299.

Behind the numbers

- Before: 103 reviews, July to September 2026. After: 110 reviews, October to December 2026.
- Changes in theme shares tested with two-proportion z-tests; average rating tested with a t-test. “Real improvement” means $p < .05$.
- Changes show association with your actions, not proof of cause; other factors may also play a part.

Questions?

Reply to your delivery email within 14 days and Dr. Whelan will answer them. hello@veritheia.com

The truth about your brand, seen clearly.

Veritheia (ver·ih·THEE·uh) · *Veritas*, truth + *Theia*, light

This report is confidential and prepared solely for Lumen Aesthetics. © 2026 Veritheia LLC. Veritheia™ and Veritheia Index™ are trademarks of Veritheia LLC.