VERITHEIA

The truth about your brand, seen clearly.

CUSTOMER INSIGHT SNAPSHOT

Lumen Aesthetics

Prepared for Dana Reyes, Owner · October 2026

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

THE SHORT VERSION

Customers love your results. Your consultations are costing you stars.

> Lumen's results and people earn real loyalty. A growing share of recent reviews describe rushed consultations and surprise costs, and that is now pulling your rating down.

4.6
Average rating, all platforms

412
Reviews analyzed

4
Platforms: Google, plus Facebook, Yelp, RealSelf (add-on)

−0.2
Rating change, past six months

Your three priorities

1. **Protect the consultation.** Feeling rushed is linked to 1.4 fewer stars, your largest driver.
2. **Put prices in writing before treatment.** A one-page estimate ends the “surprise cost” complaint.
3. **Lead your marketing with natural results.** It is what customers praise most.

Inside this report

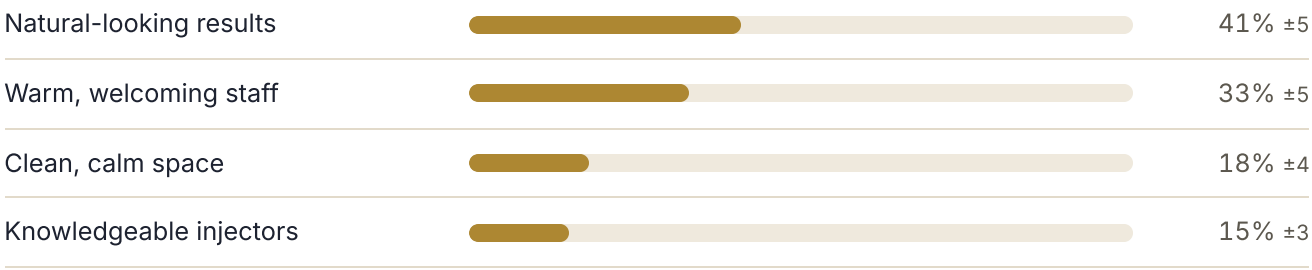
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WHAT CUSTOMERS SAY

What customers love

Lumen's strengths are consistent across every platform. Four themes stand out.

Share of reviews mentioning each theme, with margin of error at 95% confidence



Natural-looking results

The most common reason customers recommend Lumen. They value subtle work that friends notice without spotting.

Warm, welcoming staff

The front desk is named again and again for remembering clients and making first visits easy.

Clean, calm space

Clients notice the quiet treatment rooms and say the space feels more like a spa than a clinic.

Knowledgeable injectors

Clients trust the injectors' advice, especially when they are told what *not* to do.

> *"Nobody can tell I had anything done. They just say I look rested."*
>
> Illustrative review · Google

> *"Walking in feels like visiting friends. They remember everything."*
>
> Illustrative review · Facebook

> *"My injector explained every option and never pushed. I trust her completely."*
>
> Illustrative review · Google

> *"The space feels like a spa, not a clinic. So calming."*
>
> Illustrative review · Google

> *"Three years in and my results still look natural."*
>
> Illustrative review · RealSelf

WHAT THIS MEANS

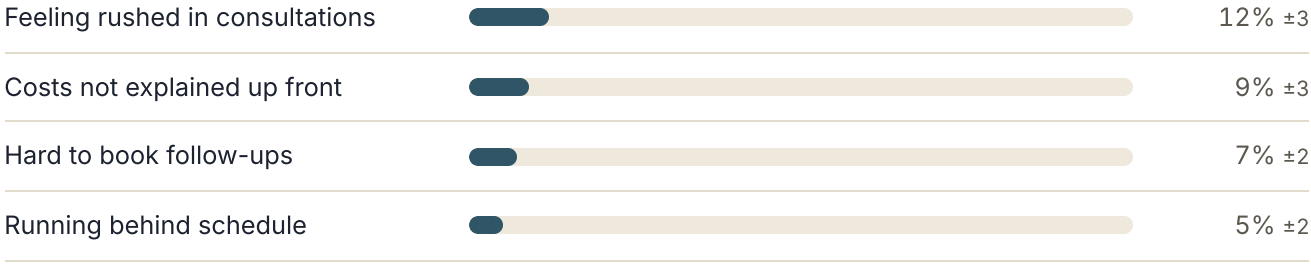
Your results and your people are the reasons clients come back. Protect both as you grow.

WHAT CUSTOMERS SAY

What frustrates them

Complaints are less common than praise, but they cluster around the first visit, which is where new clients decide whether to come back.

Share of reviews mentioning each theme, with margin of error at 95% confidence



Feeling rushed

Clients describe consultations that move to pricing before their questions are answered.

Surprise costs

Add-ons suggested during treatment are the main source of billing complaints.

Hard to book follow-ups

Clients want to book touch-ups online; phone-only booking frustrates busy professionals.

Running behind

Afternoon appointments often start late, which compounds the feeling of being rushed.

> *"Loved the results, but the consult felt like a sales pitch on a timer."*
> Illustrative review · Yelp

> *"The final bill was $200 more than the quote, and no one explained why."*
> Illustrative review · Google

> *"I wanted to book my follow-up online but had to call three times."*
> Illustrative review · Facebook

> *"My appointment started 25 minutes late and then felt rushed."*
> Illustrative review · Google

> *"Great results, but I felt like a number during the consultation."*
> Illustrative review · Yelp

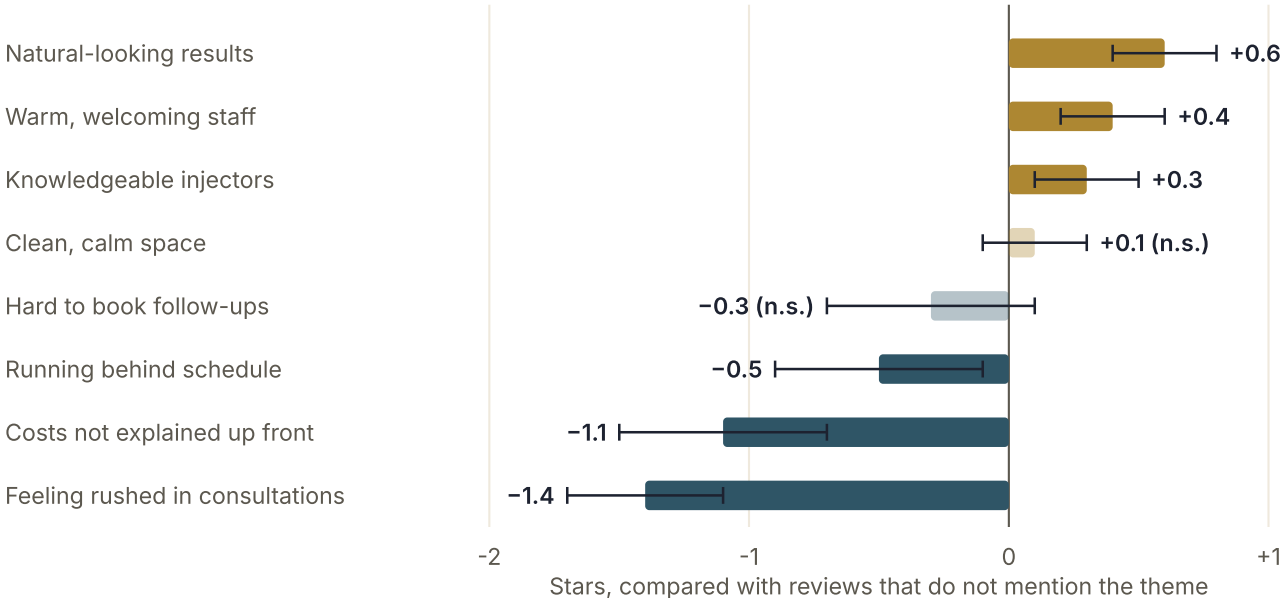
WHAT THIS MEANS

Every complaint traces back to the first visit. Fix that experience and most of the rest follows.

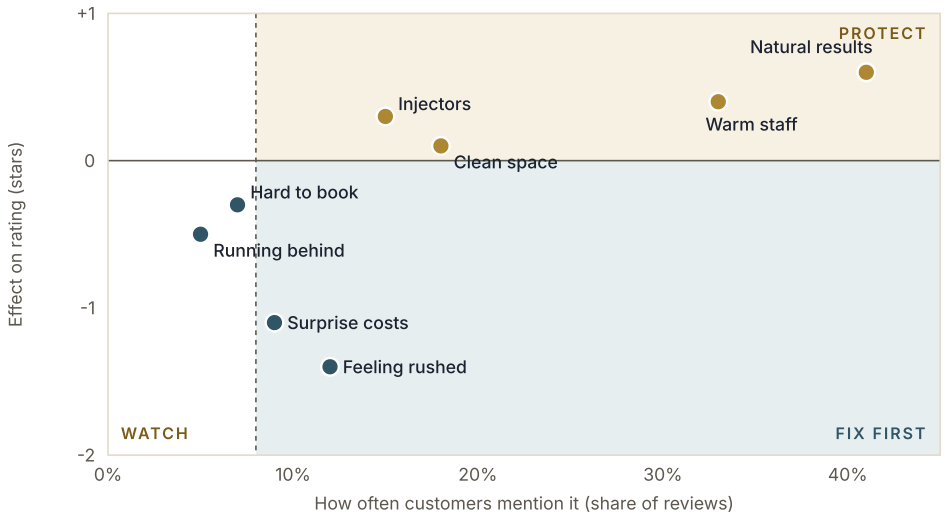
WHAT DRIVES YOUR RATING

What actually moves your rating

Not every comment matters equally. This shows how much each theme is linked to a higher or lower star rating, holding the others constant.



Bars show the estimated effect; lines show the 95% confidence interval. Faded bars (n.s.) are not statistically significant.



WHAT THIS MEANS

Feeling rushed costs you more stars than anything else, and it is common enough to matter. It belongs at the top of your list.

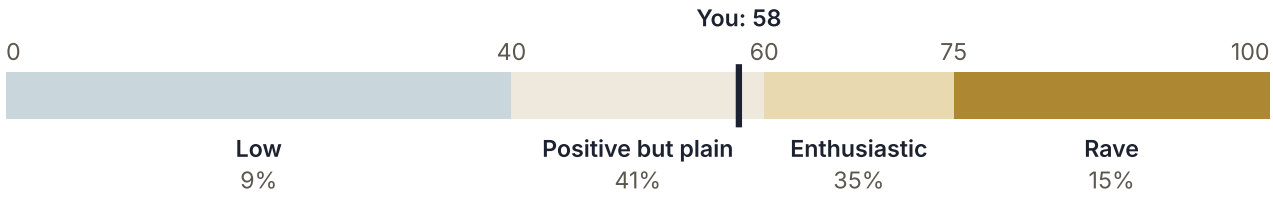
THE VERITHEIA INDEX

Your Veritheia Index™ Score

58 Out of 100 (95% range 56 to 60). **Your typical review is positive and warm, but often stops short of recommending you.** Star ratings can't separate a polite five-star review from a rave; the Index can.

What your score means

The Index scale, with the share of your written reviews in each range



Range	What it looks like	An example from your reviews (score)
Low Below 40	Complaints, or very brief comments	*"Felt rushed and the price was higher than quoted."* (12)
Positive but plain 40–59	Kind words, little excitement	*"Nice staff, clean office. Happy with my results."* (47)
Enthusiastic 60–74	Clearly excited, often recommending	*"Love my results! The team is so warm and welcoming."* (68)
Rave 75 and up	Excited and advocating	*"Best med spa in town!! Natural results every time. I won't go anywhere else."* (91)

Does the Index track your stars? Yes. Average Index by star rating: 1★ 15, 2★ 27, 3★ 40, 4★ 52, 5★ 64. These ranges describe reviews, not a comparison with other businesses; the most useful comparison is with yourself over time.

WHAT THIS MEANS

Most clients are happy, but only one review in seven is a rave. Fixing the consultation would turn more satisfied clients into vocal advocates.

THE VERITHEIA INDEX

Your Index, component by component

Your score of 58 combines three components. Each shows a different part of how clients talk about you, and each points to a different action.

Sentiment

86
range 84–88

Measures	How positive the words are, from strongly negative to strongly positive.
Yours	Strongly positive overall, pulled down by complaints about rushed consultations.
To raise it	Protect the consultation. Sentiment rises as those complaints fall.

Emphasis

36
range 33–39

Measures	How strongly people say it: exclamation points, capitals, and words like “best” and “amazing.”
Yours	Moderate. Clients are pleased more often than thrilled.
To raise it	Invite stories. “What did you love most?” draws out more vivid reviews.

Advocacy

22
range 19–25

Measures	Whether reviewers recommend you, plan to return, or say they would go nowhere else.
Yours	Your lowest component. About one review in three recommends you or promises to return.
To raise it	When you ask for a review, mention that it helps others find you.

Rave Rate

15%
range 12–19%

Measures	The share of reviews scoring 75 or higher: the reviews that do your selling for you.
Yours	About 1 in 7 reviews is a rave.
To raise it	Lift Advocacy and Emphasis. Track it each quarter as your simplest single goal.

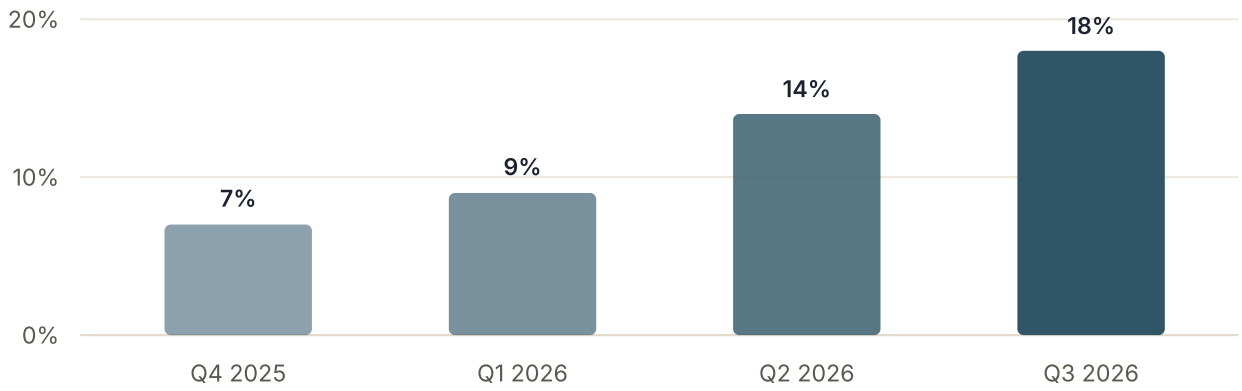
WHAT THIS MEANS

Clients love your results; they just don’t always say so in words that sell. Advocacy is your biggest opportunity.

WHAT CUSTOMERS SAY

What's changed in the past year

Mentions of feeling rushed have more than doubled in a year. Nearly every recent review below four stars mentions it.



Share of reviews mentioning feeling rushed, by quarter

✓ Statistically significant increase · p = .02

Getting better

Praise for the clean, calm space has risen since the spring remodel.

Getting worse

Rushed consultations, starting in the second quarter, when booking volume grew.

Platform by platform

Included when other review platforms are added to a report. Google-only reports omit this table.

Platform	Reviews	Average rating	Change, past six months
Google	236	4.7	−0.1
Facebook	88	4.8	0.0
Yelp	54	4.1	**−0.4**
RealSelf	34	4.6	−0.2
All platforms	**412**	**4.6**	**−0.2**

Yelp reviewers are the most critical of the consultation experience.

HOW YOU RESPOND

How you reply to reviews

You reply to many happy clients, but most complaints go unanswered, and complaints are what prospective clients read most closely.

38%
Reviews with an owner reply

46%
Five-star reviews with a reply

9 of 34
Complaints (1–3★) with a reply

Specific replies read better than generic ones

Client's complaint	Your reply	Why it matters
Bill higher than quoted (2★)	*"Thank you for your feedback!"*	Doesn't acknowledge the problem. Prospects read it as a brush-off.
Rushed consultation (3★)	*"We're sorry your consultation felt rushed. We've added time to first visits and would love to see you again."*	Names the issue and the fix. This is the model to follow.
Hard to book follow-up (3★)	No reply	Silence suggests nothing will change.

What works
Warm, personal replies to happy clients that thank them by name.

What to improve
Reply to every complaint within a few days, name the specific problem, and say what changed.

Illustrative replies in a fictional sample.

WHAT THIS MEANS

A thoughtful reply to a complaint is one of the cheapest ways to win the next client. Start with the 25 unanswered complaints.

WHAT TO DO NEXT

Three priority actions

1 Protect the consultation

Highest impact · Start this month

Why	Linked to 1.4 fewer stars ($p < .001$), the largest effect of any theme, and rising.
First step	Book 30 minutes for first consultations and discuss pricing only after questions are answered.
Watch for	Fewer “rushed” mentions within one quarter.

2 Put prices in writing before treatment

Quick win · Under a week

Why	Linked to 1.1 fewer stars, the second-largest effect.
First step	A one-page estimate the client signs before any treatment begins.
Watch for	Billing complaints falling to near zero.

3 Lead your marketing with natural results

Growth · Ongoing

Why	Your most-mentioned strength and your largest positive driver (+0.6 stars).
First step	Make “natural-looking results” the headline of your website and social posts.
Watch for	New reviews that echo the phrase.

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.

APPENDIX

Behind the numbers

The statistics behind this report, for readers who want the detail. Every figure is computed from your reviews; none are estimates or industry averages.

Measure	Result	What it means
Reviews analyzed	n = 412	Every review on Google, Facebook, Yelp, and RealSelf, 2020 to September 2026. Trends compare the past four quarters.
Margin of error, theme shares	±2 to ±5 pts	At 95% confidence. A theme shown at 41% is very likely between 36% and 46%.
Trend: feeling rushed	7% → 18% z = 2.39, p = .02	Two-proportion test, Q4 2025 vs. Q3 2026. The increase is very unlikely to be chance.
Rating drivers, model fit	R^2 = .46	Multiple regression of star rating on theme mentions. The themes explain about half of the variation in ratings.
Largest negative driver	−1.4 stars 95% CI −1.7 to −1.1 p < .001	Feeling rushed in consultations.
Largest positive driver	+0.6 stars 95% CI 0.4 to 0.8 p < .001	Natural-looking results.
Not significant	CI includes 0	Clean, calm space and hard to book follow-ups. Their effects on rating cannot be separated from chance.
Theme coding reliability	κ = .82	Agreement between independent codings of the same reviews. Above .80 is considered strong.

Limits. Online reviews come from customers who choose to post, so they over-represent strong opinions. Drivers show association, not proof of cause. Themes mentioned in fewer than 20 reviews are reported but not tested.

Want to go deeper?

Dr. Whelan walks through these results, and what they mean for your business, in a 30-minute Report Walkthrough.

ABOUT THIS REPORT

Where to go from here

Talk it through

Book a 30-minute Report Walkthrough with Dr. Whelan to go through your findings and plan next steps. $399.

Track your progress

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

About this report

- Review period: complete review history, 2020 to September 2026; trends cover the past 12 months
- Platforms: Google, Facebook, Yelp, RealSelf
- Prepared by Dr. Brian Whelan, a university marketing professor and consumer behavior researcher with two decades of brand and corporate identity leadership at Fortune 500 and global firms.

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

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