# BEAUTY BOX

Beatrix has been using SHORE since she opened her cosmetic studio and has never had a cancelation without a reason. Clients are reminded of their appointments and are able to cancel them online. 10% of appointments that would otherwise be canceled are rescheduled via the online booking system. This helps Beatrix avoid sales losses.

SHORE

> *"The SHORE app is extremely practical. If I don't happen to be at my computer, I can open the app at any time and can stay on top of things throughout the day."*
>
> Beatrix Medgyesi, Owner of
> Beauty Box, Rorschach

# ABOUT BEAUTY BOX

Beatrix previously worked in a newsstand, which seemed ideal as the hours also allowed her to take care of her children. However, she found she missed the close contact with customers as many of them only popped in at irregular intervals. She than had the opportunity to open her own beauty salon and was able to get some valuable advice on the matter from a friend who worked as a self-employed hairdresser.

She particularly enjoys the variety of the work. Nowadays, Beatrix doesn't sell the same things each and every day; instead, she treats her clients according to their individual wants and needs. "When I began giving cosmetic treatments I immediately thought: 'Wow! This is my dream job!' "

The client is of the utmost importance to Beatrix. Therefore, she is more than willing to provide treatments at the weekend. "My aim is to make my clients happy. It's a great feeling when they look in the mirror at the end of the session and beam with pleasure." She has already developed some close customer relationships, which she says allows her to improve her service for her clients even more. "When you know the person, you can respond to their needs better and that's important to me."

For the mother-of-two, it was important right from the beginning to have enough time for her family despite her self-employed status. She particularly appreciates the flexibility of her work. "Being self-employed allows me to split up my day as I wish."

Since she hired two members of staff, Beatrix can accommodate significantly more appointments and can thus increase her range of offers. In addition to eyelash treatments, her clients can also choose nail design and hair removal treatments. "My Beauty Box is slowing turning into a real beauty salon."

| Name | Beauty Box |
|---|---|
| Industry | Beauty |
| Product | Shore CRM, Online Booking, Network |
| Country | Switzerland |
| Town | Rorschach |
| Company size | 3 members of staff |

# THE CHALLENGE

Not only is society changing, the way in which people communicate with each other is also changing. With this in mind, Beatrix had already been conducting online research before her salon even opened. Nowadays, many things can be booked online. This doesn't just include an appointment at a beauty salon, but also a table at your favorite restaurant or an appointment at the hairdresser.

Beatrix knew from personal experience that telephone calls were not always possible. Particularly during a treatment, the telephone is a distraction for both the client and the service provider. The consequences are annoying interruptions, unhappy clients and stressed personnel. But this was not the only reason why Beatrix decided on a software solution for herself and her clients. "It feels great to be able to be able to concentrate on my clients 100%."

In order to rise to the challenges posed by going self-employed right from the beginning and also to be able to provide her clients with the best possible service, Beatrix decided on SHORE.

→ Changes in communication habits

→ Stressed personnel

→ Distracting telephone calls from other clients

→ Unhappy customers

# THE SOLUTION

Beatrix has been using SHORE since she opened her salon in October 2015. During the no-obligation consultation with a skilled SHORE sales representative, Beatrix was most impressed with the SHORE Online Booking reminder function. "Many clients often end up with appointment clashes. With SHORE, they get a reminder about the appointment, which often prompts them to cancel it."

Beatrix quickly realized that SHORE is designed in a very clear way. It's very easy to enter her personal services and prices in the software and clients can easily book appointments online. "It's brilliant for the clients as well!"

After six months of using SHORE, Beatrix is able to give positive feedback. The calendar function enables her to stay on top of her day. "The SHORE Business App is very practical. If I don't happen to be at my computer, I can see my appointments while I'm out and about." There are also great advantages for clients who do not like using the telephone. "The software attracts these sorts of people as they can book appointments with me online and avoid making a phone call."

As soon as Beatrix has entered all her client's data into SHORE, she wants to send her first newsletter. This April, she wants to go beyond her Facebook page and have her own website, designed and administered by SHORE.

With her own salon and the support of SHORE, Beatrix can now develop personal client relationships and provide an extraordinary service that will help set her apart from the competition. There is now nothing standing between her and her aim of becoming the best beauty salon in the local area.

→ No-obligation, personal consultation on site

→ Clear software design

→ Simple appointment rescheduling

→ Location-linked calendar view via the app
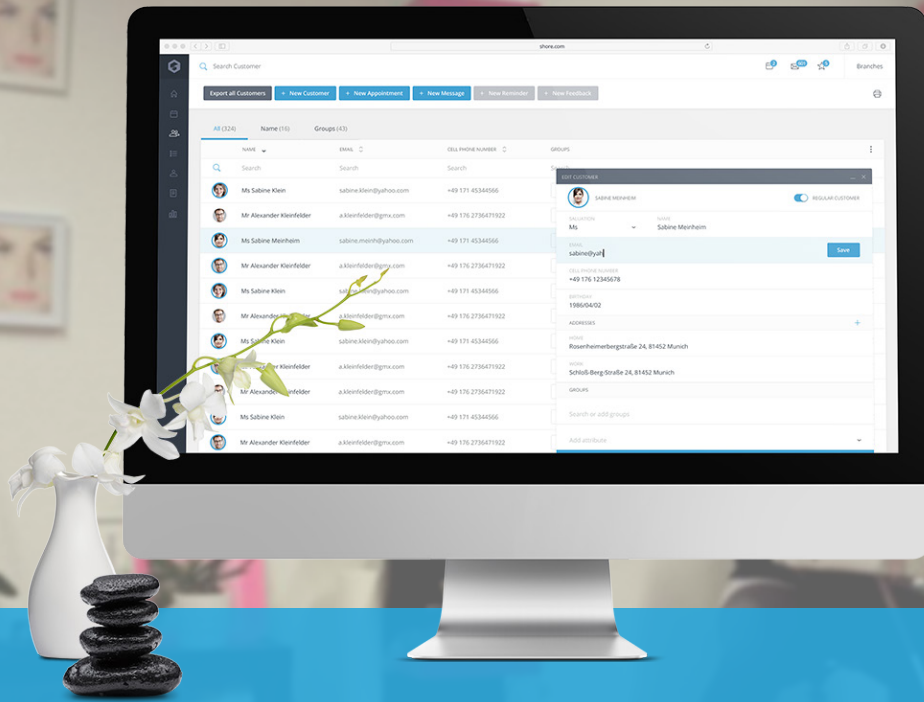
*"SHORE has a positive influence on my workday."*

# THE RESULT

**0%**

of appointments were forgotten.

**90%**

of appointments were kept as scheduled as clients were reminded of them.

**10%**

of scheduled appointments are rescheduled online meaning they are not canceled without reason.

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