DER RUHERAUM

Verena has already managed to achieve a 20% increase in turnover thanks to SHORE. She gains two new clients per month via the online appointment booking function and 15% of her clients make use of this service. Thanks to SHORE, her cancellation rate has already dropped by 90%. Verena's clients are 100% satisfied with the SHORE service.

"With SHORE it was love at first sight. I saw everything it could do and I just knew that I had to have it for my company."

Verena Haunschmid, Manager "Der Ruheraum", Vienna

ABOUT "DER RUHERAUM"

Verena has been working as a self-employed beautician and pedicurist for a year. She and her mother initially stepped in as maternity leave cover at a beauty salon. In the end, Verena was able to take over the salon from her predecessor. With "Der Ruheraum" (The Relaxation Room), she now has her own studio where she can be her own boss.

"I can now schedule my working day the way I want to, and in the way that works best for my clients."

In the past, it was difficult for Verena to find a job, since she suffers from multiple allergies. Now, in her own salon, she's free to use products that she tolerates well, and she can also teach her clients the advantages of natural cosmetics. "I want to clear up the prejudices concerning natural cosmetics. Of course, it's a longer process, but it causes less damage to your skin and you can get just as good results with it as with conventional products. Not all natural cosmetics are equal."

"It's important to me to be able to make my clients feel at ease and want to come back to me again." Verena aims to show her clients that they can relax in just half an hour and then carry that new energy into the rest of their day. The young beautician continually takes part in further training courses in order to provide her clients with the best service and the latest technology.

Her biggest goal is to set up a family business with her mother and her brother. Together they want to open a salon for cosmetic treatments, hairdressing and massage, for an all-round, feel-good experience.

Name	Der Ruheraum
Industry	Beauty
Product	Shore CRM, Online Booking, Cash
Country	Austria
Town	Vienna
Company size	1 staff member

THE CHALLENGE

As a self-employed businesswoman, Verena was faced with a difficult challenge due to a legal reform in Austria. Since January 1, 2016, all businesses are required to have electronic cash register systems. Up until then, Verena had conducted all her business using a simple cash box. This not only made it difficult to settle accounts at the end of each day, but bookkeeping also took up a lot of her time, particularly when she had to track her income and expenditure.

Furthermore, Verena was faced with another problem: She tried to dedicate as much time as possible to each client, which meant that she was not reachable during treatments – neither on the phone nor in the shop, since she locked the salon during appointments. This meant that Verena missed a lot of calls from clients – whom she was not always able to contact even when she did try to call them back. This, of course, led to a loss in revenue.

Verena kept a record of all her clients in a handwritten card file. However, this meant that it was difficult to access the files if clients called for an appointment outside of opening hours. It was generally difficult for Verena to access her business data when she was out and about, away from her salon. Although she took her business phone home with her in order to be available, she still had to carry the awkward appointment calendar around with her and remember all her client details.

In the long run, Verena was unable to manage these tasks on her own. She knew she had to do something to relieve the pressure.

→ No cash register system

→ Time-consuming end-of-day closing

→ Laborious appointment booking

→ Handwritten client card file

→ Not reachable at all times

THE SOLUTION

Every so often, Verena would come across travel sites on the internet that provided an online booking service. However, until she saw a SHORE demonstration, she didn't realize that this was also possible for small companies. Verena found out more about the advantages of an online booking function during a personal consultation meeting. She immediately fell in love with the system and was convinced that SHORE would give her the chance to redesign her workday.

With SHORE, Verena has a new cash register system that complies with legal requirements (SHORE Cash), a digital client database (SHORE CRM) and an online appointment booking function (SHORE Online Booking) for her website.

Thanks to the cash register, Verena can now have a daily closing report created, which she can then set aside for her bookkeeping. Now she doesn't need to calculate everything by hand. "It was stressful having to settle the accounts every evening. Now everything is fully automated, and I save a lot of time."

The online booking function reduces the time Verena spends on the phone. Her clients can now simply make their own appointments via her website. "I love SHORE's simple design. It automatically leads my clients through the booking process. I get so excited whenever I get a new appointment via the online booking function. It's fantastic!"

With her new client database, Verena can now systematically process her client data and has access to it at any time. Via the SHORE Business App, she can manage her data, contact clients when she's out and about, and even manage her appointments online. "I don't have to take my appointment book with me wherever I go any more – I can do everything via my phone." Thanks to SHORE, Verena can now offer her clients a relaxing stay in her "Ruheraum" and also go about her other tasks in a much more relaxed manner.

→ Legally compliant cash register system

→ Simple online appointment booking function

→ Clear client database

→ Appointment reminder service
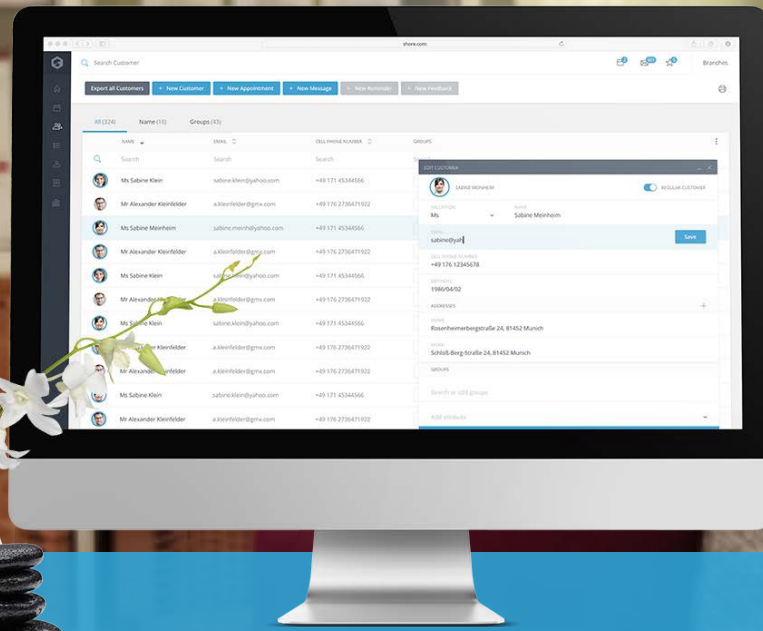
"I chose SHORE because everything is conducted online nowadays. The online booking function helps me contact clients who don't have time to discuss appointments personally."

THE RESULT

90%

reduction in cancellations.

20%

more turnover per month due to appointments booked via SHORE.

100%

of Verena's clients are satisfied with the SHORE service.

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