



SHORE CASE STUDY

MEDIZINISCHE KOSMETIKPRAXIS

Thanks to SHORE, Anna now takes an extra €1,300 and has an extra 10 new clients every month. Since she no longer has to call so many clients back, she saves around 90 minutes every day, which she can use for additional treatments.



“With SHORE, I can look after my clients even when my business is closed.”

Anna Pythara, Owner

Medizinische Kosmetikpraxis, Rothenburg ob der Tauber



ABOUT MEDIZINISCHE KOSMETIKPRAXIS

Before becoming a certified beautician, Anna assisted her husband, who was self-employed in the automobile industry. Although the work was fun, Anna decided to pursue training in another area. “There’s a big difference in ordering fenders and ordering creams for my clients.”

Anna has been a certified beautician since 2007 and specializes in medical cosmetics. This includes improving the complexion with laser devices and medicinal skincare products. “I didn’t want to offer the standard treatments; I wanted something that would make me stand out from the competition.” This means that additional training and individual client consultations are very important to her. “You have to be able to work in a targeted and professional manner. I have excellent qualifications in medical cosmetics.”

As part of the annual Frühlings-Stadtmosphäre event that takes place in Rothenburg every spring, Anna presented her med-

ical cosmetic practice and provided visitors with information about her concept. Anna was thrilled at the extremely positive reaction: “I’m glad that I went to cosmetic school because now I have really found my direction. I particularly enjoy making my clients happy.”

Name	Medizinische Kosmetikpraxis
Industry	Beauty
Product	SHORE CRM, Online Booking
Country	Germany
Town	Rothenburg ob der Tauber
Company size	2 staff members

THE CHALLENGE

Anna collaborates with a dermatology practice two days a week, which means that her studio is only open three days a week. This also means that it's very difficult, if not impossible, to contact her on the days she's not in the studio.

A little box of business cards can be found at the entrance to her practice so that any potential clients will have access to her contact details. They then used to leave a message on Anna's voicemail, which meant that every evening she was very busy listening to messages and calling people back. But it wasn't just this extra work that bothered Anna. She was unhappy that the clients didn't feel well supported due to the manner in which

their inquiries were answered.

Since Anna is out and about a lot, she was initially looking for an online calendar through which her clients could book appointments with her 24/7, and which she could access at any time. "There's so much choice in this regard that it was really difficult to find the perfect product."

After carrying out extensive online research, Anna came across SHORE. After contacting the company, she was immediately able to access an online demo via her PC and her phone, which clearly demonstrated the advantages of the product.

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- Limited opening hours
 - Lots of voicemails to answer
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- Inconvenient appointment booking
 - Confusing range of software solutions
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THE SOLUTION

First, Anna was impressed by SHORE's very clear design. She was able to access the calendar whenever she wanted. The corresponding iOS and Android apps made this even easier since it was possible to view the calendar clearly on mobile end devices. "Sometimes I even enter private appointments in the online calendar. This reserves the time slot and also allows me to have an overview of all my appointments."

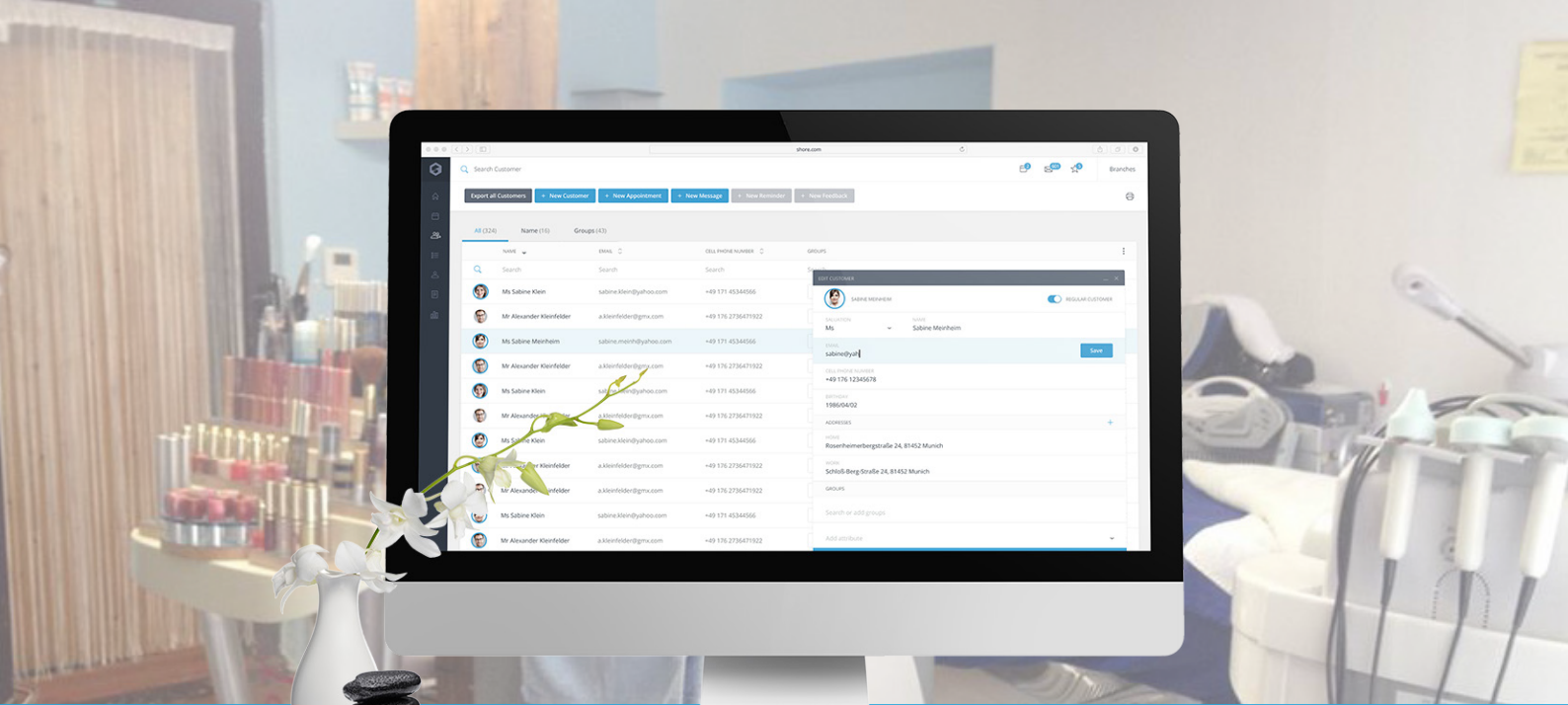
Another positive aspect is that Anna can also incorporate the preparation and post-treatment work into the appointment period so that she has all the necessary work time covered. This means she can guarantee a smooth working schedule even on days when she's fully booked.

Her clients have responded positively to the changes. They can now book appointments via [SHORE Online Booking](#) whenever they want. This has two distinct advantages: First, they can book appointments at any time, day or night, and second, they can immediately see which slots are available and can choose the one that suits them best. "Soon we'll be sending out our first newsletter. This will enable us to keep the clients up to date with news and offers and will also improve our customer relations."

With this additional service, Anna has managed to increase customer satisfaction even more. This service combined with her range of offers makes her stand out from the competition.

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- Online appointment booking function
 - Optimized for mobile end devices
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- Simple daily planning thanks to the calendar view
 - Improved customer relations thanks to newsletter feature
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"Thanks to SHORE I save around 90 minutes every day that I used to spend on the phone."

THE RESULT

€1,300

extra turnover each month.

1

product that is perfectly tailored to her requirements.

10

new clients each month since Anna started using SHORE.

[REQUEST A DEMO](#)