



**SHORE** CASE STUDY

# ANITA VAMARI MAKE-UP ARTIST

Thanks to SHORE Anita has already seen an increase of 50% in turnover. The number of cancelled appointments have decreased by 90% and approximately 20 appointments per week are booked with the online booking system. 30% of her customers are already using the feedback function and 100% of the customers using SHORE are satisfied with the service.



*"Shore is my mobile secretary. I can access my calendar and my customer database wherever and whenever I want."*

Anita Dordevic, Owner Anita Vamari Make-up Artist, Nürnberg



## ABOUT ANITA VAMARI MAKE-UP ARTIST

In 2003 Anita began her training as a make-up artist in Cologne, Germany. After a short absence from the make-up industry, where Anita made the experience of owning her own clothing boutique, she came back and became a true make-up expert; working at Breuninger in Nürnberg. Following an intensive course at Bobbi Brown, Anita acquired a passion for luxury make-up products. After a year of working for Smashbox Cosmetics and being known as the go-to make-up artist in the area, she decided to start her own business. Anita knew this was the right decision when she saw how happy brides were with the make-up she applied with her skills and realized how much she loved making her customers smile by giving them a perfect make-up.

"It is so nice when I can make my customers happy with my make-up." Anita opened her store with the intention to pass on her own love for make-up to others. That is why she also has regular make-up-class events in her studio. Her customers are

extremely fond of this original service and Anita's know-how in the make-up industry. "I invest a lot of time and money on my professional development and further training. I put a lot of importance on excellent technique and good brands. Professionalism is my job."

Meanwhile Anita also offers permanent make-up and microblading from the brand Phi-Brow / Phi-Contour by Banko Babić, which her customers can't get enough of. Furthermore, her certification as a Phi-Brow-Artist has made her even more popular in her sector. Anita's make-up applications skills and services (such as eyelash extensions and brow-correction), combined with the opportunity for her customers to learn her make-up techniques, have helped make her studio become one of a kind.



*"It appears more professional for my clients when they see a link on social media where they can book their appointments themselves. This way I save the time of writing back and forth."*

Anita Dordevic

## POSITIVE FEEDBACK THROUGH THE FEEDBACK FUNCTION

Anita's solution came in the form of a book. In Edgar Goffroy's "Heart-matter Customers" Anita read about online booking and was instantly fascinated about this idea. She took a look at Salonmeister; however, the platform was not attractive enough for Anita. Coincidentally one of her German colleagues in a masterclass in Belgrad recommended her SHORE. "I loved the software instantly. Through it I could strengthen my professional presence."

With the SHORE Online Booking System Anita's customers can now book appointments online through her website and her Facebook page. Through this she now saves a lot of time and her customers are able to book appointments easily and conveniently.

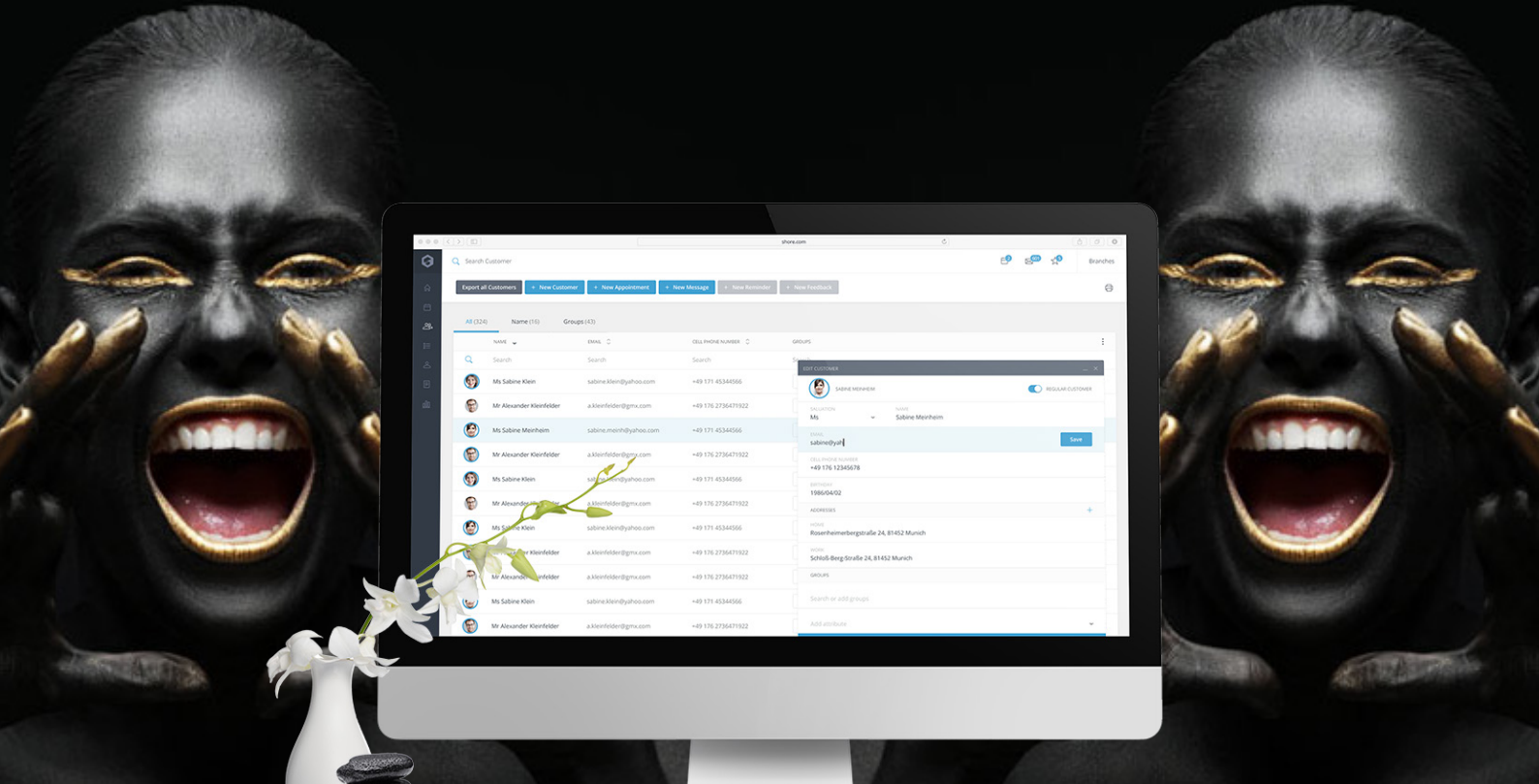
Furthermore, Anita can now access her appointment calendar and her customer database on-the-go. With the SHORE Merchant App, Anita has all her information always by her side.

Thanks to the SHORE Customer Management System, all her master files, notes, and appointment history from her customers are always a hand.

Through the appointment reminder function from SHORE Anita could reduce the amount of last-minute cancellations. Now her customers are reminded one day prior to the appointment and have the chance to contact her. Additionally, Anita asks her customers for post-appointment feedback. 30% of her customers already use the feedback function and praise her for her services.

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- Online appointment booking through website and Facebook
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- Structured customer data bank
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- Appointment-reminder function
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- Feedback-function
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- Mobile appointment calendar with the Merchant App
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*"With Shore I am able to not only offer my customers a luxurious make-up, but also a great service."*

Anita Dordevic

## THE RESULTS

90%

Fewer appointments  
are cancelled

20

More appointments  
booked per month

50%

Extra turnover