

barbara weigand

IOSOY

SHORE CASE STUDY

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35% of Barbara's turnover can already be traced back to SHORE's online booking system. Cancellations have dropped by 50% and 100% of her customers are satisfied with SHORE's service. Thanks to the feedback function, already 25% of Barbara's customers are writing reviews about Barbara's service.



"With SHORE my customer language is just like my clothes: individual, the perfect fit, and convincing"

Barbara Weigand, Owner IOSOY, Munich



ABOUT IOSOY

Barbara has always had a strong passion for fashion and design. She pursued her love and studied textile-design as well as working as a clothing designer and fabric creator for the agency ARTPRO. Through her experiences Barbara developed a strong feeling of how fabric should look and feel on the body. For Barbara "every 'I' is a personality", like Jean Paul Gaulti once said. That's why she named her label I O S O Y, which comes from the Spanish phrase "Yo soy", I am. "fabrics are like photographs"; not only a tool for a perfect fit, but should be able to stand alone. That's why Barbara puts a great focus on making sure that all her pieces from her various collections can be combined. It is important to her, that her customers see what fashion can do; how they can show their personalities through their attire.

"When my customers are twirling in front of the mirror and smiling from ear-to-ear I know that I have helped them see their true beauty."

In the beginning of July, Barbara is moving her store from the Glockenbachviertel to the Marienplatz area in Munich. "I have worked extremely hard to make my fashion line not only for my store but also build it up as a label." Barbara will continue selling her clothes in various pop-up stores in different cities as well as in chosen clothing stores. After the big move, Barbara wishes to hire another employee that can support her.

THE CHALLENGE

Barbara knew the tasks that came with her shop by having experience as a store manager in a gallery. However, appointment-making for fittings were a new added task. Her customers were calling during and outside the store's opening hours, and could never be sure if Barbara would be reachable. When Barbara has customers in her store she is 100% focused on them. "I want my customers to get the best quality of advice and service during their appointments, so I usually don't interrupt my appointments to pick up the phone."

Another challenge for Barbara was that she had to create and

maintain her own website. "It was very time consuming, even though I got positive feedback." Her website was also missing personal touchpoints towards her clients. "A lot of brides inform themselves more and more through the internet about different custom dress offers." However, they could not make an appointment directly on the website and had to call Barbara in hopes that she would be reachable. Furthermore, some customers forgot their appointments and failed to notify the designer.

In order to provide for her customers on a more individual and personal level, she clearly needed to change her working method.

→ Disruptive appointment enquiries

→ Last-minute cancellations

→ Insufficient appointment security

→ Improvable website

THE SOLUTION

With SHORE, Barbara immediately found the perfect helping hand she needed for her business. She decided to use SHORE because she was convinced of "the innovative products that are developed based on detailed user behavior." With SHORE she not only has the opportunity to offer her customers an online booking system, but also to integrate her private appointments with her business appointments and can access them all in one place.

"For me it is important that I can manage all of my appointments simultaneously. Now the times where I have private appointments are blocked for customers to book, so that I don't have double appointments at a certain time."

One day prior to the appointment Barbara's customers receive an appointment-reminder text message. This way she can prevent that an appointment is forgotten, and if an appointment can't be kept it gives her customers the chance to inform her.

The feedback function makes it possible for Barbara to send an E-mail to her clients after an appointment and ask them to write a review the appointment.

"As of now I've only gotten positive feedback."

In order to optimize her website, Barbara decided to get SHORE Web, a full service for her website. The creation and the maintenance of the website is in SHORE's hands, while Barbara's task is only to tell SHORE her wishes and ideas that should be implemented. "I had my own idea how my website should look, after working closely with SHORE, I can definitely confirm that they made all my wishes come true, and that my website finally looks how I imagined it could."

Thanks to all these innovations, Barbara can now fully concentrate on her sales rooms, focus on her plans more, and on her appointments, while SHORE helps her schedule appointments and maintain her website.

→ Online appointment booking

→ Appointment-reminder text message

→ Easy appointment booking

→ High-quality personal website



"Thanks to my website and the online booking function I make a very professional first-impression"

THE RESULTS

50%

Fewer Cancellations

35%

No. of turnover can be traced back to appointments booked through SHORE

100%

No. of her customers are satisfied with SHORE's service