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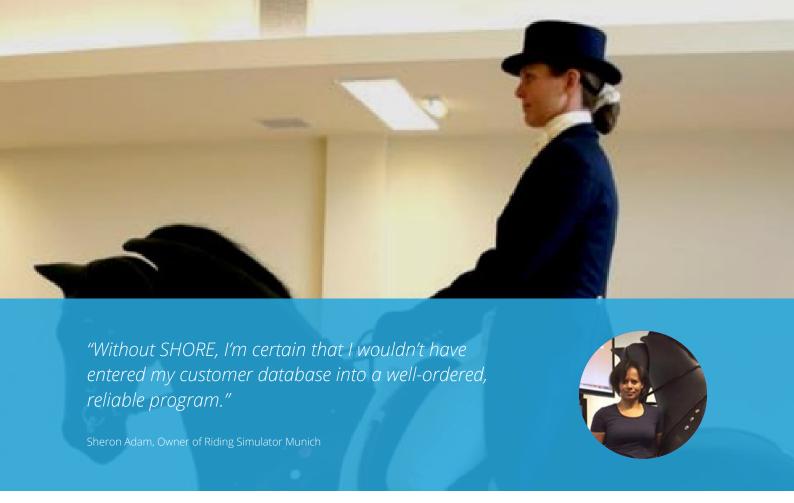
Reitsimulator München by Sheron Adam

RIDING SIMULATION MUNICH

With SHORE Customer Management, Sheron has an overview of her customer data and can even coordinate appointments when she's out of the office. She no longer loses potential customers due to unanswered phone calls, since they can now simply book their sessions online via the online booking system. This has enabled Sheron to acquire 50% more new customers, 100% of whom go on to become regulars.

"Without SHORE, I'm certain that I wouldn't have entered my customer database into a well-ordered, reliable program."

Sheron Adam, Owner of Riding Simulator Munich

ABOUT RIDING SIMULATION MUNICH

Horseback riding has been an important part of Sheron's everyday life since the 1970s. In addition to riding actively herself, she also trained young riders. In order to spend as much time riding as possible, Sheron decided to train as a beautician. Her life revolved around this passion until she suffered a serious riding accident in 2012. With a lot of discipline and mental strength, she learned to walk again after a short while.

However, the experience had a serious influence on Sheron's attitude toward life. Since then, she has worked in various advisory capacities in the areas of motivation and life coaching in order to encourage others. "I get to discover myself – because I don't speak from books, but from my own experience." During this period, her greatest desire was to get back in the saddle.

However, as she neither wanted to endanger herself nor the horse unnecessarily, she started looking for alternatives. "Today you can get simulators for everything, so I began researching." She came across a riding simulator in Switzerland, booked a session on it and came away highly impressed. "Right away I decided that I wanted to bring that simulator to Germany!"

One year later, in May 2015, she opened her premises in Munich. Not only is the simulator very beneficial for active riders for mastering the correct sitting position and balance, but people also use it as their regular weekly exercise. Sheron's customers come from all over Germany as well as from Denmark, Austria and Canada in order to take advantage of her unique service.

THE CHALLENGE

Since opening her riding simulator business in Munich, Sheron has been using the software solution from SHORE. Being able to coordinate appointments and maintain a customer database was one of many reasons why she chose to implement technical support right away. Not only is a paper appointment calendar heavy, it's also not accessible all the time.

Apart from that, writing appointments by hand can quickly dissolve into chaos – appointments are cancelled, new appointments are written next to them, arrows indicate other appointments, and it's easy to lose track of what's going on.

Another reason Sheron had for using a software solution from the beginning was that she didn't want to miss out on calls from potential customers when she was busy with ongoing sessions. Sheron wants to be there for her customers during their sessions and doesn't want to be interrupted by phone calls. "It's not fair to my customers if I keep going off to answer the phone. However, after someone has tried to call you three times, they will eventually lose interest."

It was also important for Sheron that her customers had the opportunity to give her feedback. "Feedback is part of customer service; it helps to rectify errors before they occur."

→ Unclear, handwritten appointment planning

→ Interruptions during customer sessions

→ Loss of potential customers due to missed calls

→ No customer feedback function

THE SOLUTION

A staff member from SHORE demonstrated the software to Sheron and explained every function in detail. She knew right away that she would purchase the software for her company. "Of course it costs money, but I get a fantastic product!" Sheron is particularly impressed with the customer service. "The service is ideal, because there is always someone there to help me out if I need it." She finds that the online demo and the subsequent personal onboarding are very easy to understand.

The customer database is very useful for Sheron to help her keep track of everything. "I only have to enter the first few letters of a customer's name in order to find it. It couldn't be easier." This means that Sheron can enter and confirm appointments quickly and easily, and also see an overview of the day's
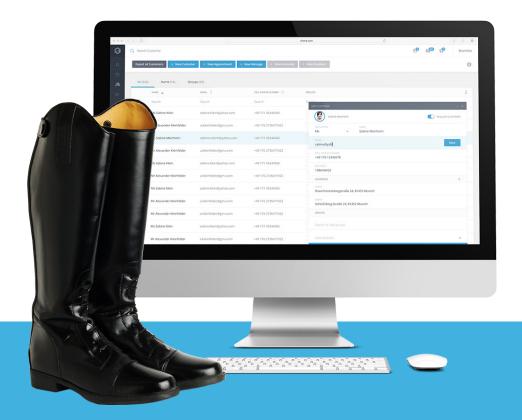
appointments. Now she is hardly ever interrupted when she is busy working with the simulator. If customers can't contact her over the phone, they can simply book a session online.

Sheron either uploads her calendar onto her iPhone or she prints a daily schedule so that she can see all her appointments at a glance. This can also be done via the SHORE Merchant App, where she can even edit appointments. This way, Sheron doesn't have to carry a heavy appointment calendar with her wherever she goes in order to maintain an overview of her day.

"Thanks to SHORE, my workday is simple and flexible. I can concentrate fully on my customers and the riding simulator, allowing me to focus on what's important!"

→ Well-ordered customer database

→ Customer feedback function

→ Unique, personal customer support

→ Option to upload calendar onto mobile device

"Everyone can find their way around SHORE. The customer adviser explains every detail so that anyone can understand it."

THE RESULTS

100%

New customers who book via SHORE go on to become regulars

50%

New customers every month

60%

Of appointments booked by the customer via the online function

REQUEST A DEMO