

salon nemetz

SHORE CASE STUDY

SALON NEMETZ

25% of appointments for Christina's salon are already booked online via the online booking system. Thanks to SHORE, she now has a 100% error-free appointment management system and can track an average of €700 per month back to appointments booked via the product.



"I love it when clients who are linked to me through Facebook make appointments directly via the fan page or using the SHORE Merchant App."

Christina Nemetz, Owner of Salon Nemetz, Munich



ABOUT SALON NEMETZ

Christina's career is characterized by extensive traveling and experience in a wide range of sectors. She completed three different apprenticeships, which meant she could apply her knowledge in various sectors. Initially Christina wanted to quit her job as a hairstylist and become a dance therapist. In order to finance this apprenticeship, she rented seats in various salons. "After trying out three salons, I came to Stern 13 – as it was then known – and simply didn't leave." She became the new manager and was able to implement her own ideas at the newly rebranded Salon Nemetz.

Christina took time to precisely define the core values of her salon. For six weeks, she worked on a mind map, which

accompanied her for several years until she was certain that she had realized all of her requirements. "Salon Nemetz represents the combination of innovation and tradition, sustainability, fairness, honesty and respect towards staff and clients." In addition to working in her salon, Christina also worked on film and television productions and at fashion events.

Christina's professional skills and her pure authenticity combined with the intimate and cozy atmosphere of the salon are what make her clients keep coming back to her year after year. "My clients know that they get more than just a haircut. We're in a different time zone here; stress is banned from this place."

THE CHALLENGE

Christina's appointment book was full of appointments she'd made personally on the phone. However, the many telephone calls disrupted her work.

Another challenge for Christina was settling her accounts at the end of each day and month. She had to carefully add up the products she'd sold, the services she'd provided and the wages for her colleague. "I always had to back-calculate my income in order to obtain a list of my sales figures."

Another problem for the hairstylist was that her appointment booking system was prone to errors. Handwritten entries meant that client data was sometimes not fully recorded when an appointment was noted in a hurry. Furthermore, her appointment calendar wasn't very clear.

→ Expensive online booking tool (Salonmeister)

→ Disruptive telephone calls

However, before Christina could make up her mind to implement an appointment booking software she had one major worry to deal with: "I thought my clients would wrestle control from me when it came to making appointments." However, she was eventually convinced otherwise and soon became a fan of online appointment booking. The first software she used was Salonmeister; however, she became disappointed with the company once it was taken over. The price of the software increased, but Christina was unwilling to pass these costs on to her clients.

She knew that she needed a new software solution so as not to be disrupted by telephone calls again.

→ No sales analyses

→ Error-prone appointment management

THE SOLUTION

During the end of Christina's relationship with Salonmeister, SHORE made the business woman an attractive offer. Not only did she get an online appointment booking system from SHORE (SHORE Online Booking System), but also a client database (SHORE Customer Management).

However, it wasn't just the price that convinced Christina – or the fact that SHORE provided her with features she was familiar with from using Salonmeister. The selling point was that with SHORE, her appointment calendar and client database were accessible whenever and wherever she was. Via the cloud-based software, Christina and her colleague can access their data via any end device with Internet access.

→ Affordable cloud-based software solution

→ Online booking through Facebook and SHORE Connect

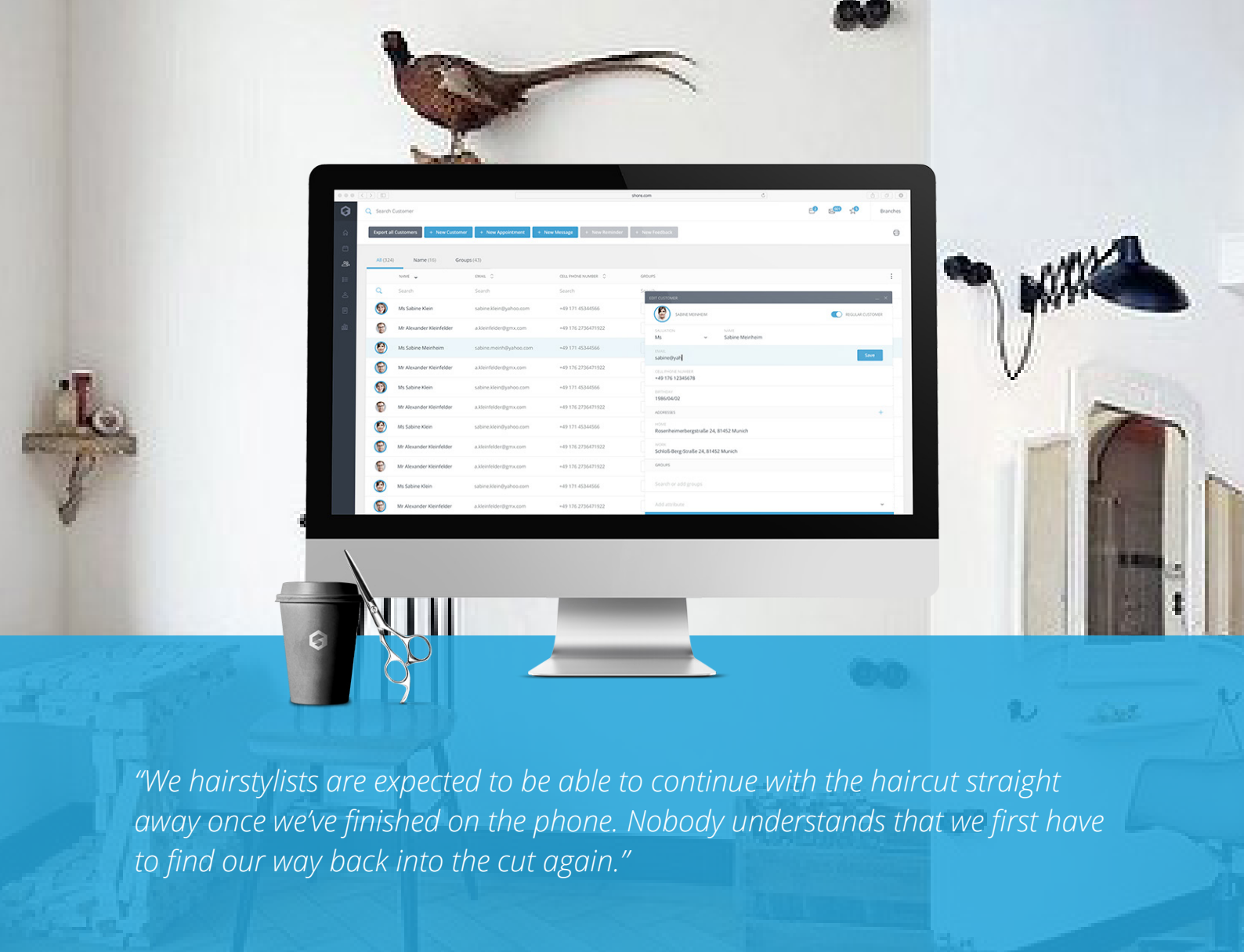
Now clients can book appointments whenever and wherever they want, and Christina isn't constantly on the phone.

This understanding can also be seen in the variety of ways clients can book appointments in Salon Nemetz. Christina's clients can easily book via her Facebook page and via the SHORE Merchant App.

Thanks to the integrated appointment calendar, Christina can manage her appointments much more easily than before. "With the appointment confirmations, my clients can immediately check that I've entered everything correctly and can contact me if necessary. This means I can work without making mistakes." Thanks to SHORE, Christina can continue to ban stress from her salon.

→ Customizable appointment calendar

→ Professional client consultation



THE RESULTS

50%

Of clients use the online appointment booking function

700€

In additional turnover per month due to appointments booked via SHORE

100%

Error-free appointment booking