

WAXINGSTUDIO

WAXING.NÄGEL.KOSMETIK. LUDWIGSBURG

FÜR SIE & IHN

Lindenstraße 27 / 71634 Ludwigsburg / Telefon 07141 50 51 100 / www.waxingstudio-lb.de

SHORE CASE STUDY

WAXING STUDIO

Thanks to SHORE, Monika already has 75% fewer cancellations. From the new clients she has gained via SHORE, 3 each month go on to become regulars, and she has already seen a 10% increase in turnover.



"Thanks to SHORE, I finally have a client database that displays my data in a clear and orderly way."

Monika Tastekin, Manager of Waxing Studio, Ludwigsburg



ABOUT THE WAXING STUDIO

Monika fell into her current profession by chance. While she was training as a flight attendant, studying for her entrance qualification for technical college and finally working on her college diploma, she also trained as a nail designer with her sister.

After graduating from college, she had two sons. Then, at the age of 30, she seized the opportunity of working for herself as a nail designer at an institute, initially for just a few hours a week, to get back into working life. However, her clients were so impressed with her work that Monika was soon overwhelmed with appointments.

When Monika began to train in additional techniques and wanted to offer waxing, she opened her own studio. "In the larger premises, I now have the opportunity to offer waxing and my clients are delighted." In the meantime, she set more goals for herself. Now that her children are older, the beautician wants to concentrate more on her business. "I'm continuously working on myself. I'm no longer just a nail designer; I also offer waxing, permanent hair removal and beauty treatments."

THE CHALLENGE

From her period of self-employment at the beauty institute, Monika knew what she would have to deal with in her own salon. Her colleagues at the institute already worked with an appointment booking software solution and a digital appointment calendar. However, Monika worked with a handwritten calendar and this practice continued in her new salon.

Not only was this handwritten appointment calendar impractical for Monika during her work day, she also had to take it with her everywhere.

However, far more inconvenient for the businesswoman was the fact that she didn't have her own client database. Information about her clients was scattered all around her salon. "If a client

liked a particular nail polish color, I wrote their name on the bottle. But that really wasn't ideal, since I still had to search through all the colors." Furthermore, Monika often forgot to write down clients' telephone numbers, which meant she was unable to arrange follow-up appointments.

Another problem was that she had no suitable method of client contact for the under-30 target group. She had a website, but she could only be reached via telephone and e-mail. She had no modern communication channel that appealed to the younger target group.

However, Monika wanted her daily work to be as easy as it was at the beauty institute.

→ Handwritten appointment calendar

→ No client database

→ Decentralized information storage

→ Online client-contact requirement improvement

THE SOLUTION

Monika decided to go with SHORE because it let her access an online appointment function and a digital appointment calendar like her colleagues at her old institute had had. Now she has the added benefit of a client database (SHORE Customer Management) and a partner network (SHORE Partner Directories). Now she can finally compile all her client data into a clear database. Thanks to the cloud-based software solution, she can access the database wherever she is. This means that all client data can be seen at a glance and is easy to edit. "It's much more organized than before, and I don't have to run around my salon to find all the information I need for one client."

Additionally, via SHORE, she can send her clients newsletters and keep them informed of current offers regardless of whether they are new clients or regulars.

Thanks to the Online Booking system, Monika has an added

extra on her website that appeals to a younger target group. Her website also demonstrates that she is on top of innovations and trends.

"At first I wasn't sure whether my clients would welcome the changes. But they surprised me! Even those I was sure would be skeptical were very happy with the new system; they particularly like the appointment reminder service."

Furthermore, the businesswoman can access her appointment calendar via her smartphone using the SHORE Merchant App, both in the salon and when she's out and about.

Thanks to SHORE, Monika is now ready for all the changes that come with corporate digitalization. "For me, SHORE is an added extra that other salons don't have yet."

→ Clear client database

→ Notes function & appointment history for individual clients

→ Newsletter function

→ Cloud-based software solutions

→ Modern, innovative client contact

→ Appointment reminder service



"Now it would possible for any staff members I decide to employ to also access the appointment calendar and edit appointments. This will save me extra work, since I won't have to act as a go-between."

THE RESULTS

75%

Fewer cancellations

3

No. of the new clients gained via SHORE each month go to on to become regulars

10%

Higher turnover thanks to fewer cancellations