



Accredited
Business
CASE STUDY

Precisely Veiled Tattoo

“

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BBB Accreditation
shows that you're
a real business.*

Amy Shandick
Owner, Precisely Veiled Tattoo



BUSINESS PROFILE

 **Precisely Veiled Tattoo**

BUSINESS WEBSITE

 **PreciselyVeiledTattoo.com**

BBB ACCREDITATION DATE

September 12, 2016

BUSINESS OWNER

Amy Shandick

PRECISELY VEILED TATTOO VIDEO

 **youtu.be/Kdv2SVEdJMM**

About Precisely Veiled Tattoo

Precisely Veiled Tattoo is a BBB Accredited Business located in Killeen, Texas. This tattoo studio specializes in designing coverups and providing high-quality ink services to its clients.

However, like many small businesses, Precisely Veiled Tattoo faced several challenges when it came to starting and building trust with its customers. Fortunately, they found a solution in the form of BBB Accreditation.

In this case study, we will explore how BBB Accreditation helped Precisely Veiled Tattoo overcome these challenges and create a loyal customer base.



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Business Challenge

Owner Amy Shandick created Precisely Veiled Tattoo in 2013 in Harker Heights. Like many small business owners, Shandick's biggest challenge was building the capital to have her own commercial space and create a loyal customer base to support it. Having been in the tattoo business since she was 15 years old, Shandick's vision was to create a safe and comfortable environment with artists that her clients, who had poor tattooing experiences in the past, could rely on. She sees her work as a way to help people positively heal and express themselves visually and invitingly.

Shandick focuses on fixing and covering old tattoos using specialized machinery and tools. She says she's fortunate to have a loyal clientele but admits that starting the business wasn't easy. BBB Accreditation helped.

"I wanted authenticity," Shandick told BBB. "BBB Accreditation shows that you're a real business. You're a legitimate business; we advertise that to our customers."

A Commitment to Higher Standards

Shandick says her business stands committed to the [BBB Standards for Trust](#) because it helps her company establish legitimacy



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“We really like the BBB because it represents honesty and shows legitimacy,” Shandick explains. “That word is important because it shows that our business and services are creditable and vetted.”

Inside the Precisely Veiled Tattoo studio, the BBB Accreditation Seal is on display – a true testament Shandick says to her company’s reliability and A+ rating.

Impact of BBB Accreditation

Shandick’s dream of owning her own commercial space and creating a loyal customer base came to fruition six years after she opened her doors and became BBB Accredited. Most of her clients have been with Shandick for many years, and the waitlist to get seen can often be six months to one year.

She says BBB Accreditation helped her business gain the legitimacy it deserves. Her advice for a business considering joining BBB – it can help you achieve your goals.

“Just because you’re moving along, you still need a goal. You need to ensure you have your one-year, five-year, or ten-year goals at all



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times. Don't get complacent or lazy," Shandick advises.

Final Results

As Shandick's business thrives, she sets goals to grow her business and help people with large-scale tattoo coverups. Clients rave about her work, describing her and her team as courteous and professional. She has no intention of leaving BBB and says she prides herself on partnering with an organization that, in her eyes, helps build trust and credibility.

"It's been six and half years since joining BBB," Shandick says.

"It feels like longer, but not in a bad way!"



*(Shandick's)
advice for a business
considering joining
BBB – it can help you
achieve your goals.*

Learn how BBB Accreditation can help
differentiate your business.

BBB.org/Get-Accredited