

TextME™



Shortcuts Integrated Text Messaging

Shortcuts TextME™ is an integrated text message service that benefits your business in two ways: making confirmations cheaper and easier as well as providing an effective, immediate marketing tool.



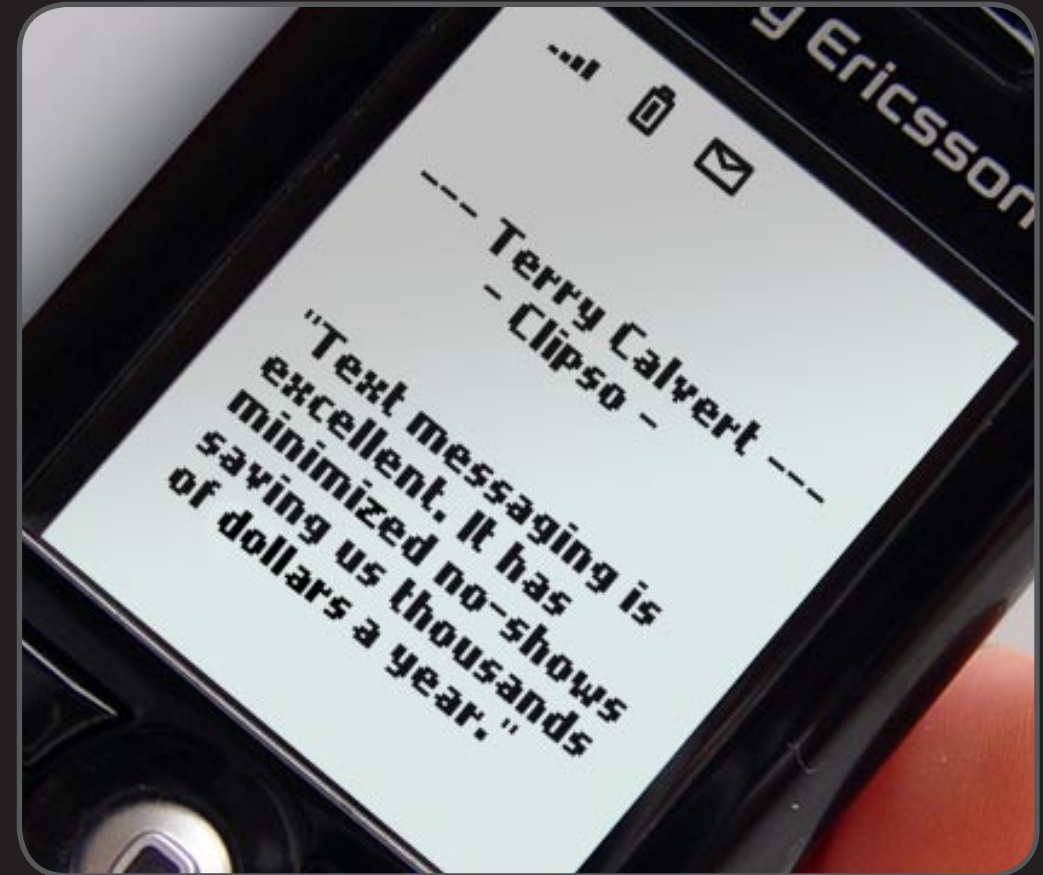


The Best Way to Confirm Appointments

Shortcuts TextME™ appointment confirmations are two-way, allowing your clients to respond to the text message and update the appointment book with their response. No more guessing!

- Won't get stuck in junk mail
- Less intrusive than phone conversations or email
- Automatically updates the Shortcuts Appointment Book with status updates
- Mobile phones are always with your clients
- Cheaper and easier than calling your clients to confirm

This method is known to be cheaper, faster and more effective than traditional phone confirmations and definitely better than not confirming!

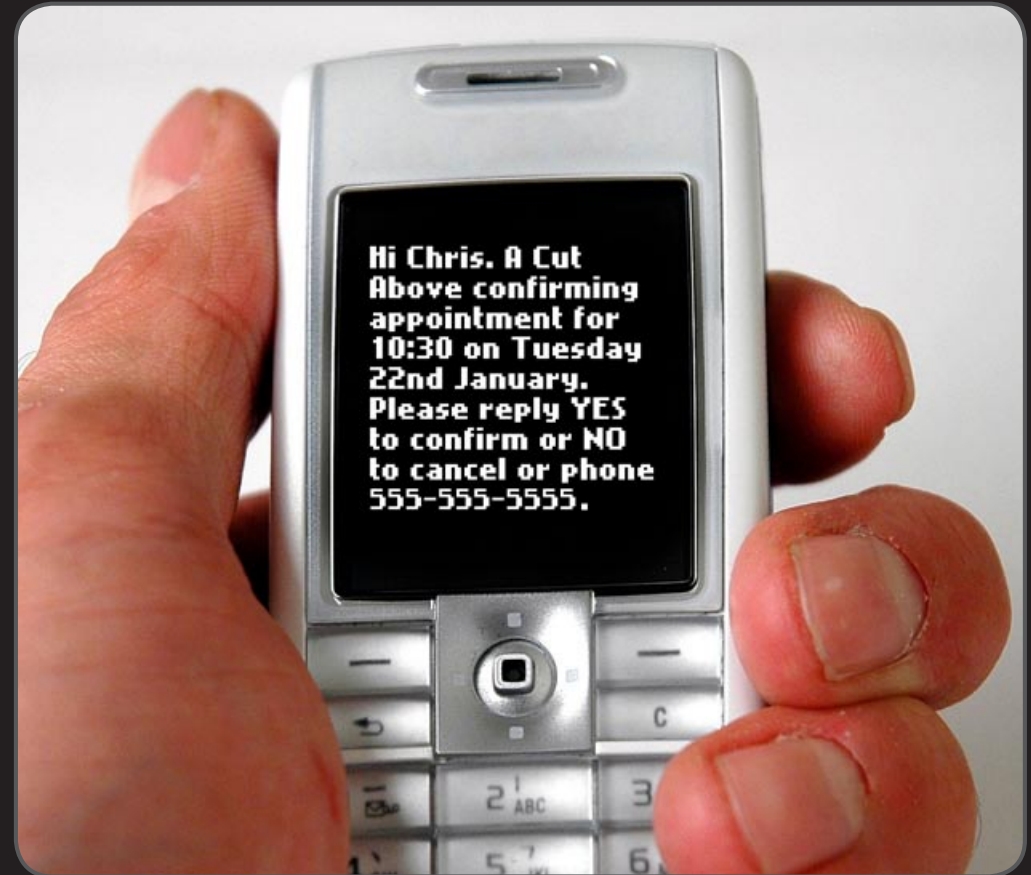




How much will it save me?

On average, Shortcuts text messaging reduces no-shows by over 60%! Check out the example below, or visit the [Shortcuts website](#) to type in your own figures and see how much you personally can save!

Your Salon		Example
1. Average Ticket	=	\$60
2. No-shows this week	x	6
3. Weekly cost of no-shows	=	\$360
4. Weeks in a Year	x	52
5. Annual cost of no-shows	=	\$18,720



Empty appointment columns?

It doesn't need to be that way! Shortcuts TextME™ is equipped with sophisticated text message marketing that can fill gaps faster than any other marketing method, due to the nature of text messaging.

- People tend to read every SMS they receive and most messages are read immediately!
- SMS is very personal and great for viral marketing/promotion
- A low SPAM perception currently exists for SMS messages
- SMS response rates surpass all other forms of communication and advertising
- SMS communications are ideal for the 18-45 market

You can save yourself time, and make your business money, with Shortcuts TextME™ Marketing. Contact your Business Development Consultant to find out more ways that text message marketing can help fill gaps in your business.





To use the Shortcuts TextME™ feature, you will need:

- A version of Shortcuts 7.1 or higher
- A high speed internet connection
- A username and password

To get your TextME™ account set-up, you can access the TextME™ portal by clicking [here](#) or via the Shortcuts website. If you have questions about this process, contact your Business Development Consultant.

Once you have your username and password, you need to configure your Shortcuts to utilise this as a confirmation method. Contact your Shortcuts Consultant for more information on this set-up.



TextME™

Welcome to TextME SMS

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Promotional Code

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