



The essential guide to choosing the right software for your business

We get it... when it comes to
choosing the right software, it's
an absolute jungle out there!

We'll help you make the right
decision for your business, based
on what you actually need.



SHORTCUTS
SMARTER BUSINESS TECHNOLOGY

it suits you



77% of businesses owners believe cloud technology gives them a competitive edge

01. DO I NEED CLOUD OR INSTALLED SOFTWARE?

We get the appeal of the cloud – it’s buzzy and making waves in the industry at the moment. But does that mean it’s the best choice for your business?

Your installed software still has an essential part to play thanks to its robust nature. It can also function without the internet where your cloud solution will not.

There are clear pros and cons to both types of software, but in reality a hybrid of the two will give you the best of both worlds.

A hybrid solution uses cloud technology to provide flexibility for you and your team, but thanks to the software installed on your computer, you won’t be at the mercy of internet outages.

With a hybrid solution, you get the stability of installed software, with all the perks of integrated cloud features.

Shortcuts has been using this approach for a long time now, with old favourite features like Online Booking and

Set and Forget Marketing, and newer features like our Cloud Appointment Book, all based in the cloud.

Ask these questions:

Can I access my business essentials, including my Appointment Book, anytime and anywhere?

Will all hell break loose if our internet connection is disrupted?

02. I’M NOT SUPER TECH-SAVVY – WHERE CAN I GET HELP?

Every salon software company should have a team of helpful tech-geniuses there to assist you when you need it most. Unfortunately, this isn’t always the case.

Some software providers only offer support during office hours, and some offer none at all! When you work weekends and late nights, 9-to-5 support or (zero help at all) just isn’t going to cut it.

Having 24/7 Support is an absolute essential when things go topsy-turvy, which is why we’re so proud to

82% of people say a quick resolution to their problem is the main factor in their positive customer experience. This is why 24/7 Support is so vital!

have a stellar team that offers help via phone and email when you need it most.

Our support team is located across our three head offices in the UK, US and Australia, so you won't have to deal with call centres when you need advice.

Ask these questions:

Can I speak to a real person, or is support only offered via live chat and email?

Is there anyone there to answer my calls 24/7, or will I go through to a message bank?

03. EXTRA FEES ARE THE BANE OF MY EXISTENCE! HOW DO I AVOID THEM?

We get it, you're about to purchase a software license and suddenly you have to pay for a whole stack of add-ons which should really have been part of the package in the first place. We hear your pain!

Find a software solution that offers easy-to-understand packages where your must-have features are included in the total cost, rather than being add-ons.

That's why you'll never lose track of how much you're spending and how much you'll have to pay each month.

Ask these questions:

What extra fees are involved, and what benefits will I receive for those extra costs?

Can I have all the features I want at one fixed cost?

04. PRICE IS A BIG FACTOR FOR ME. WHAT SHOULD I BE SPENDING?

The short answer is: spend what is right for your business. You don't want to be forking out more than you can afford each month, but you also don't want to restrict yourself with an over-simplified solution that won't help you grow your business.

Decide what features you simply can't live without, and work from there.

Ask these questions:

How much am I willing to spend on the features that are important to my business?

Does the cheapest option really have everything I need to attract more clients and grow my business?



Online Booking can increase bookings by 25%. You shouldn't have to pay extra for it!

05. GREAT! SO HOW CAN I FIND THE RIGHT PACKAGE FOR MY BUSINESS?

Look no further than Shortcuts! We get that price is important to you, and that hidden fees are a no-go.

That's why we've designed easy-to-understand, straightforward packages that encompass everything you could need from a salon software solution, including your Online Booking, at around the cost of a coffee a day. It really can be that affordable!

There are three tiers in our packages. **Essentials** gives you just that: the essential tools you need to run your business, like the Appointment Book and Stock Management.

Evolve is for those of you who want to spice up your software with more functionality. You'll get all the basics Essentials has, with the added bonus of features like Set and Forget Marketing, Ratings and Reviews, and Automated Backups.

If you want to provide your guests with the ultimate experience and gear up for tangible business growth, **Elevate** is the package for you. You'll benefit from the power of your very own Mobile Guest App, Customised Forms and a Loyalty program.

What's next?

Contact our friendly team for a consultation on **1300 667 374** or get in touch via www.shortcuts.com.au/contact

