



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



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 function without the internet where your cloud solution may not.

There are clear pros and cons to both types of solutions, but in reality a hybrid, all-in-one solution gives 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 & Forget Marketing, and with newer features like our Cloud Appointment Book.

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 helpful tech-geniuses there to assist you when your business needs it most.

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

Having the help of a 24/7 Support is an absolute essential when things go topsy-turvy, which is why we’re

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!

so proud to have a stellar team that offer dedicated phone and email support when you need it most.

Our support teams are located in our three head offices in the UK, US and Australia, so you won't have to deal with cumbersome call centres.

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 messagebank?

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 now you have to pay for all these add-ons which should really just be part of your subscription in the first place. We hear your pain, we feel your struggle.

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

That's why you'll never lose track of how much you're spending and how much you're paying per month.

Ask these questions:

What extra fees are involved, and what will I be receiving 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 spending more than you can afford each month, but you also don't want to restrict yourself with a basic solution that won't help you grow your business.

Decide what features you simply can't live without from a software solution, 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!