

## End-to-End Payments That Enhance the Customer Experience



## User

Shortcuts Software is a global company specializing in full-scale service software for salons, spas, and barbershops. The Shortcuts system is comprised of a full point of sale (POS), a complete multi-channel appointment booking system, client management, employee management, product management, service management, security, reporting, marketing, customer messaging via email or text, mobile app, loyalty, ratings and reviews, Reserve with Google, a full E-Learning center, Remote Access, and Cloud features. A hallmark of Shortcuts Software is its 24x7 support and training, as well as the professional services team that assists with everything from managed marketing to website creation and hosting, and more.

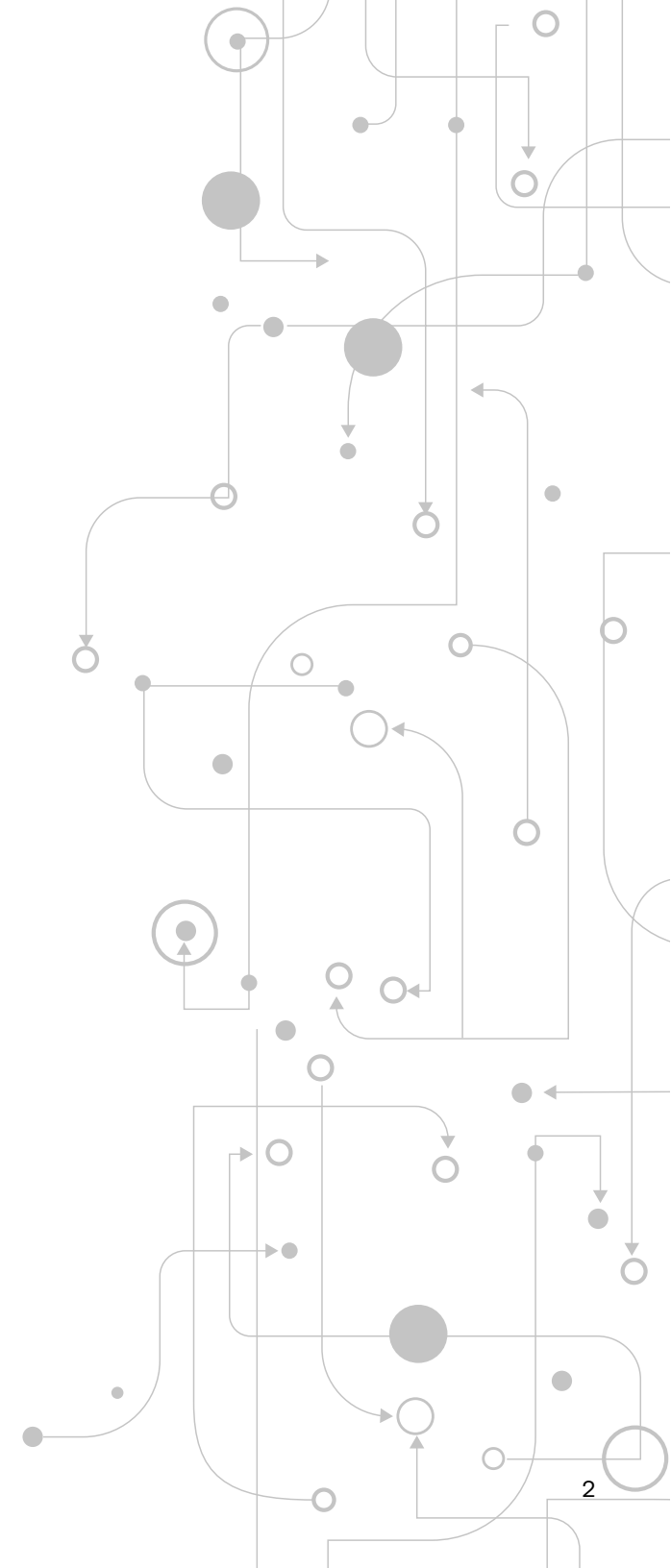
## Problem

Shortcuts needed an end-to-end payments partner that had a keen eye for excellent customer service at a customer-friendly price point. This included the ability to manage both card-present and card-not-present (CNP) options to enable payments at every stage across the client experience. There was a strong desire to collaborate with a partner whose strong technical expertise would match well with their own in-house technical architects and developers to create a successful solution.

## Solution

After reviewing Global Payments Integrated's strong customer service reviews as well as its portfolio of offerings beyond payments, Shortcuts made the decision to partner with the company. This partnership afforded the client a strong collaborative partner that met each of the software company's needs with excellence.

In addition to being a single end-to-end payments partner, Global Payments Integrated facilitated payments at each point in the end-user experience while providing Shortcuts' B2B customers with the cost savings of a single provider. What's more, Global Payments Integrated's technical team and resources provided a high level of engagement and collaboration with Shortcuts' in-house technical team. The result was increased merchant participation in integrated payments, and Shortcuts being able to earn a revenue share of the processed transactions.



## Experience

### Key differentiator:

“We chose Global Payments Integrated because we were impressed with the level of engagement and collaborative attitude of their technical team and resources. We were also impressed with their strong customer service reviews and the offerings in their portfolio to enable building beyond payments.”

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### Integration experience:

“The integration development process was extremely positive as the Global Payments Integrated team was very engaged and responsive to any challenges. It was truly a collaborative effort.”

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### Future focus:

“We look forward to a long and growing relationship with Global Payments Integrated as we explore more opportunities in their portfolio that will benefit our customers and enhance their business.”

“ Global Payments Integrated has been a collaborative partner in developing an integrated payment solution with a single end-to-end provider that allows for payment to be taken at each point in the customer process. Customers are able to take advantage of the cost savings of a single provider, encouraging more participation in integrated payments.

**Patti Israelson**

Vice President Operations – North America  
Shortcuts Software



# globalpayments Integrated

## About Global Payments Integrated

Global Payments Integrated, a Global Payments company, provides innovative payment solutions to help software providers and their customers grow their businesses. Our integrated tools go beyond payment processing, offering a range of features to enable commerce and enhance customer experience—all backed by award-winning support. We're proud to serve more than 60 industry verticals, processing over \$1.1 billion transactions annually for more than 400,000 merchants.

For more, visit us at [globalpaymentsintegrated.com](https://globalpaymentsintegrated.com).

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