

shore.com

## Full Feature List

**This list details all  
the features in your  
Shore plan**



### **Service Levels**

1. Shore shall assume responsibility for the uninterrupted, due and proper functionality of Shore's Customer Management Solution. Shore shall in so far ensure a monthly server availability of 98.5%.
2. This shall not include failures resulting from force majeure. Such shall include in particular connection problems with the Internet which lie beyond the control and/or competence of Shore, as well as among others, strikes, civil wars or failures of Internet Service Providers. Announced maintenance operations shall not take place from Monday to Saturday between 7:00 AM and 10:00 PM.

# Shore Basic

Up to 5 employees/users

## Cloud-based online calendar

- Cloud-based online calendar
- Online booking via our booking widget (installed on an existing website)
- Appointment management
- Appointment confirmations and reminders via email
- Optional online payment processed by selected payment service providers
- Secure payment process
- Google and Apple Calendar synchronization

## Customer management

- Customer database
- Customer profiles
- Option to add personal notes
- Creation of customer groups
- Customer feedback
- To-do lists
- Resource management, e.g. creation of tables/rooms

## Reserve with Google

- Available in DE, CH, AT, IT, ES, US and UK
- Activation is requested by enabling the integration in the settings
- Activation is subject to all requirements being fulfilled and Google having given their consent (see Help Center)
- Reserve with Google only supports the direct booking mode
- Your services can be booked directly in the Google Search and on Google Maps

## Booking via Instagram

- Available in all countries
- Requires an existing Facebook and Instagram business page

Accessible via PC, as well as via our app for iOS and Android (up-to-date software required)

# Shore Plus

Unlimited employees/logins

## Shore Basic +

### Newsletter marketing

- Tool for creating and sending email newsletters
- Automated emails
- Ready-made design templates
- Integrated Unsplash image database
- Content is provided by the customer
- Option to attach files via drag and drop
- Option to select customer groups as recipients
- Performance insights

### Google Ads management

### Shift planning

- Manage working hours and absences

### Messenger

- Send messages to employees and customers

### Birthday reminders in the dashboard

### Berichte

- Übersicht von kalenderbasierten Daten

# Add-ons

# Website

## **Optional creation of a website (using a website builder)**

- Hosting and maintenance (this does not include regular complete rework)
- Up to 10 subpages
- Updates and backups
- Possibility to reset content and to republish website
- Incl. SEO and analytics
- No guarantees for a specific ranking
- Customization
- Free SSL encryption
- Integration of your cookie policy
- Integration of your privacy policy

## **Contact form**

## **Blog on website**

- Created using a website builder
- Content provided by the customer

## E-Commerce

- Up to 2,500 products
- Analytics
- Inventory
- Manage shipping fees
- Customer management and promotions
- Different payment providers
- Mobile responsive

# Web App

## Progressive Web App for iOS and Android

- Design
- Option to add modules such as photo galleries or Google Maps
- Updates and maintenance: Content updates to a reasonable extent; design or structural changes after 12 months
- Integrated booking feature
- Push notifications (Android only)
- Loyalty card
- Coupons
- Customer chat



## Online Directories (Local Listing)

- Partner networks
- Option to book appointments via the Shore partner networks