JW BOOKINGS ESSENTIAL

Let customers book while you stay in control.

A professional booking system for salons, barbers, beauty businesses, dog groomers, garages, trades, therapists and other small appointment-based businesses.

£80 setup	£15/month

A current promotional offer reduces the setup to £30 while the subscription remains £15/month. The promotion is an offer, not a different booking product.

Built for the everyday working day

Customers get a clear booking journey. The owner gets one simple place to see appointments, add telephone or walk-in bookings, manage services and control when customers can book.

Request a demonstration at jwbusinessdigital.co.uk

WHAT IS INCLUDED

Essential, not over-engineered.

The product focuses on the tools a small business is most likely to use every day.

One business · one calendar	A straightforward diary without unnecessary enterprise administration.
Online and manual bookings	Customers can book online; the owner can add telephone and walk-in appointments.
Services and pricing	Show approved services, durations and prices.
Availability	Working hours, blocked time and holidays keep the diary under control.
Customer information	Keep the details needed to manage appointments.
Confirmations and reminders	Standard email messages where configured.
Customer administration	A focused owner view for appointments and everyday settings.
Secure managed service	JW Business Digital manages the platform and agreed support scope.

CHOOSE THE PRESENTATION

Essential or Branded.

Both are built on JW Bookings. The difference is the level of supported presentation, not a second booking engine.

STANDARD JW PRESENTATION

Essential Standard

£80	£15
one-off setup	monthly service

A clear, professional JW Bookings page with the business name and contact details.

- Standard JW Bookings template
- One business and calendar
- No custom logo, colours or design

CUSTOMER IDENTITY APPLIED

JW Bookings Branded

£159	Owner decision required
one-off setup	monthly service

Supported customer branding applied within the existing JW Bookings presentation.

- Customer-supplied logo and colours
- Branded booking page and identity
- Monthly price agreed separately

CLEAR BOUNDARIES

When requirements become more complex.

Essential should not be stretched into an enterprise or bespoke product.

Quoted separately

Multiple complex calendars, significant staff roles, custom integrations, advanced automation, advanced CRM, accounting, payment workflows, WhatsApp or SMS, bespoke reporting and significant custom development remain bolt-ons or quoted work.

Safe next step

Request a demonstration. JW Business Digital will review your services, working hours and current diary process, then recommend the simplest suitable option.

The self-service trial application is deliberately not available yet.

jwbusinessdigital.co.uk