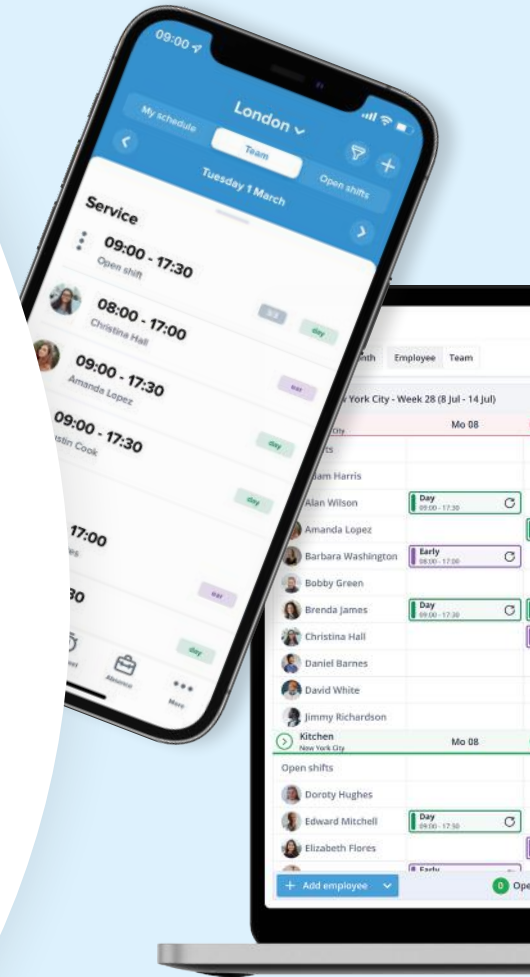


From spreadsheets to smart software

The future of workforce management software
Employee scheduling and time tracking made easy



Welcome

Shiftbase Magazine 2025

A word from us

Dear readers, we're proud to present the very first Shiftbase magazine!

In this edition, we're bringing you along as we share our vision and goals for the future. Get inspired by stories from our experts, who share the journey we take together with our customers. Success stories, partner insights, and an exclusive behind-the-scenes look all reflect our passion and commitment.

Whether you're a customer, partner, or colleague – this magazine offers an inspiring overview of everything that makes Shiftbase unique.

We hope you enjoy the read!



Focus on your business, not your admin.

The image shows a screenshot of a scheduling software interface with several handwritten annotations. The interface includes a top navigation bar with 'Dashboard', 'News', 'Schedule' (highlighted), 'Timesheet', 'Diary', 'Employees', and 'Reports'. Below this is a sub-navigation bar with 'Day', 'Week', 'Month' (selected), 'Employee', and 'Team' (selected), along with an 'Add shift' button. The main area displays a calendar for 'Kitchen, New York City' with columns for 'Monday', 'Today', 'Wednesday', and 'Thursday'. A list of employees (Bobby Green, Brenda James, David White, Rachael Hunt) is on the left. Shifts are represented by colored blocks: 'Day shift' (blue), 'Morning shift' (green), and 'Cleanup' (orange). A red circle with the number '1' is placed over a 'Day shift' block on Monday, with an arrow pointing to it from the text 'Invite employees for open shifts'. Another arrow points from the text 'Set up your teams and locations' to the 'Kitchen, New York City' header. At the bottom, a status bar shows '0 Open required shifts', '2 Open shifts', '0 Conflicts' (highlighted with a black box), and '5 Scheduled'. A mobile app interface is shown on the right, displaying a weekly schedule for 'Justin' with dates from Sep 7 to Sep 9. An arrow points from the text 'Convenient mobile app' to the mobile app. At the bottom, the text 'Be aware of conflicts in your planning' is written.

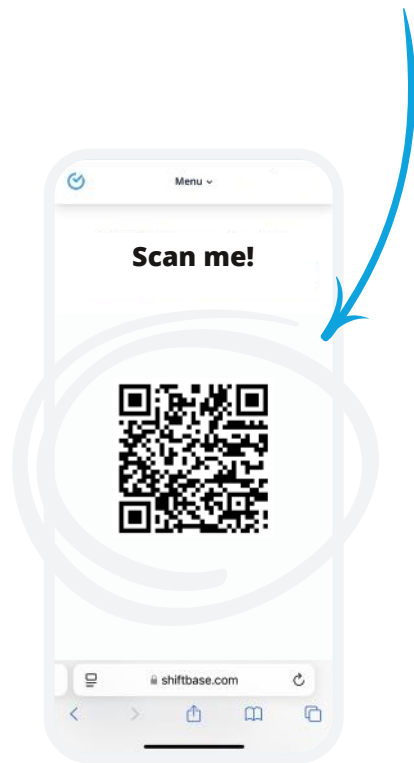
Set up your teams and locations

Invite employees for open shifts

Convenient mobile app

Be aware of conflicts in your planning

Try Shiftbase for free,
sign up at www.shiftbase.com



Contents

01	Foreword
03	Table of contents
04-05	Shiftbase in numbers
06-07	Our Story
08	Our Mission
09-11	More than just scheduling and time tracking
14-17	Interview with the founders
18-19	Customer story: New York Pizza
20-21	A look into the future
24-25	An interview with Tom
26-27	Innovation: The driving force of progress
28-29	Customer story: The Anthony Hotel
30-31	An interview with Annemiek
32-33	Partnermanagement - moving forward together
34-35	Customer story: Moco Museum
36-37	An interview with Gino
38-39	Why Shiftbase is a great place to work

Shiftbase in numbers



FOUNDED

2011



CUSTOMERS

6700



EMPLOYEES

80



COUNTRIES

Netherlands: **70%**

Germany: **24%**

Belgium: **3%**

Switzerland: **1%**

Austria: **0,8%**

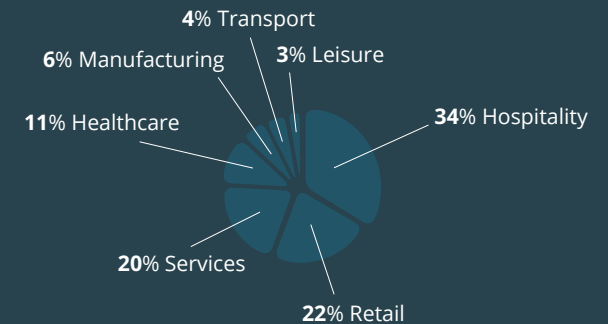
United Kingdom: **0,3%**

Spain: **0,2%**

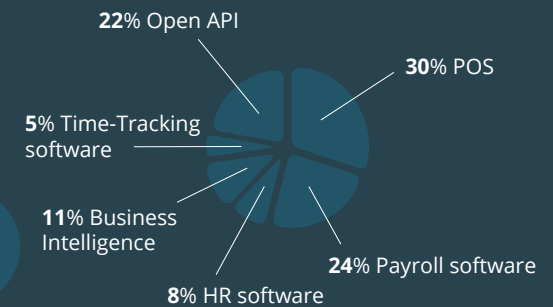
Other: **0,7%**



INDUSTRIES



INTEGRATIONS





Our Story

Shiftbase was born out of employee frustration

While studying to become an Information Engineer, Jurrien Strobel worked part-time at a local restaurant in Haarlem called Novecento. One day, his hours were recorded incorrectly due to being written down by hand—an entry that turned out to be unreadable during payroll processing.

Looking for a solution, Jurrien realised that employees had no way of checking their worked hours before getting paid.

2010



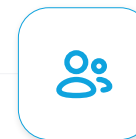
Development of the
software **begins**

2011

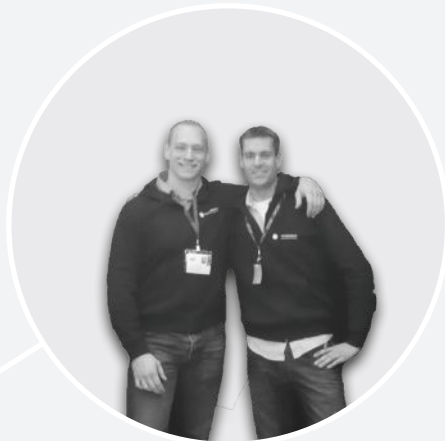


Official launch at the
Horecava trade show

2015



Kars and Jurrien quit
their jobs to go full-time
with Shiftbase



Determined to fix this, he developed a simple yet effective online platform that allowed employees to track and review their own hours. Soon there were also requests for additional features such as digital work schedules and dynamic employee lists that could be updated with ease.

After graduating, Jurrien entered the job market and met Kars Frijters. Together, they came up with the idea to rebuild the software so it could serve a broader audience.

With this vision in mind, Jurrien and Kars teamed up to bring their idea to life. Years of dedication and hard work followed, but their platform—Shiftbase—has since helped thousands of SMEs work more efficiently, resulting in happier employees and more effective managers.

2018



Rebranding to Shiftbase

2019



Expansion into the German market

2022



Active focus on partner management

OUR MISSION

At Shiftbase, we believe that no one should have to waste time on admin. That's why we offer a smart workforce management assistant that helps European businesses with shift-based teams reduce their administrative burden. This way, they can fully focus on creating unforgettable experiences for their guests and customers, growing their business, and boosting employee engagement and satisfaction.

The **smart** solution for scheduling and time tracking

What is **Shiftbase**?

Shiftbase is a user-friendly online software that helps businesses manage employee scheduling, time tracking, and absences. The platform automates time-consuming administrative tasks, allowing companies to work more efficiently.

With Shiftbase, managers can easily build schedules, track hours, and handle leave requests. Employees have direct access to their schedules and logged hours—anytime, anywhere—via the mobile app.

Shiftbase is ideal for industries that require flexibility and accurate planning, such as hospitality, retail, and healthcare. It helps businesses save time, reduce costs, and increase employee satisfaction.

Why Shiftbase **matters** for every business

No business sets out to get bogged down in HR admin. But scheduling, time tracking, and absence management are vital to daily operations. Unfortunately, these tasks often take up valuable time and distract from what really matters: growth, innovation, and great service.

That's where Shiftbase comes in. We know HR tasks are essential—but they shouldn't get in the way of your core business. That's why we've developed a software solution that makes these tasks clear, efficient, and largely automated.

The result? More time and headspace for your goals, while we handle the admin.



EMPLOYEE SCHEDULING

Smart schedules that **work** for everyone

With Shiftbase, managers get a clear, easy-to-use tool to create schedules that align with employee availability, skills, budgets, and preferences.

Employees can share their availability directly through the app, so managers can quickly respond to peak times, holidays, or last-minute changes. This helps avoid overstaffing and understaffing, enabling a more flexible workforce.

The system also factors in labour laws, contract hours, and personal preferences, cutting down on scheduling mistakes.

Shiftbase also gives businesses better control over wage costs. By using forecasts, budgets, plus/minus hours, and contract hours, they can manage and optimise labour expenses more effectively.

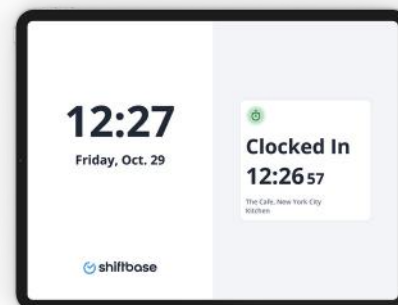
TIME TRACKING

Accurate and fully **automated**

Employees can log their working hours easily through the app or by clocking in—optionally through connected time-tracking systems. All data is recorded digitally, so managers always have a real-time overview of who's working and how many hours have been logged.

A key advantage is automatic calculation of allowances. Whether it's overtime, night shifts, or holiday pay, the system applies preset rules to calculate everything correctly. This not only saves time but also prevents payroll errors.

With Shiftbase, manual timekeeping is a thing of the past. Everything flows smoothly from entry to processing.



ABSENCE MANAGEMENT

Simple and clear for **everyone**

Employees can request time off directly through the app, giving them more control over their schedules. Managers receive the requests instantly and can approve or decline them with one click. The system automatically checks for conflicts with other requests or staffing levels.

Shiftbase supports various absence types, including standard leave, vitality hours, time off in lieu (TOIL), and sick leave. All absences are clearly recorded, giving businesses full insight into current and future availability.

This smart approach makes absence management not only easier but also fairer and more transparent for everyone. It also helps keep the balance between work and time off in check.

REPORTS

Insight into hours, productivity, and costs

Healthy businesses are driven by data. Shiftbase provides clear, detailed reports that give full control over workforce management. The system provides a clear overview of hours worked, productivity levels, and associated costs.

At a glance, managers can see logged hours, how efficiently the team is working, and where there's room for improvement. Visibility into costs like bonuses and overtime also allows for more targeted savings and budget control.

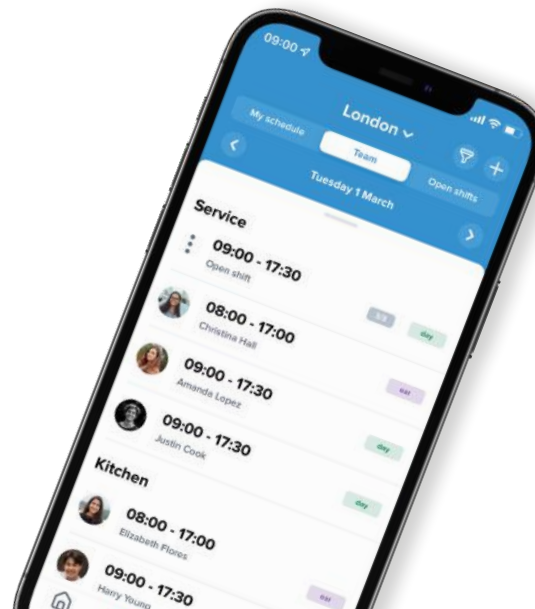
These reports are useful not just for day-to-day operations but also for strategic decision-making. By knowing exactly where your time and resources go, you can work smarter and get more out of your team.

In short: more insight, more control, better results.

Who is Shiftbase for?

Our software is built to simplify HR tasks. Whether you run a small family business, manage a hospitality team, or oversee a large production workforce—Shiftbase supports businesses across all sectors.

By automating and simplifying repetitive workforce management tasks, Shiftbase gives companies the freedom to focus on what really matters: their customers and their core business.



Benefits of Shiftbase



Efficiency

Less time spent on manual scheduling and admin.



Engagement

Employees gain more insight and control over their schedule.



Cost savings

Smarter planning reduces overtime and understaffing.



Flexibility

Cloud-based from anywhere, at any time.





How it all started

Our founders share their story

Kars Frijters (CTO) and Jurrien Strobel (CEO) are the founders and owners of Shiftbase. With a shared background in software development, they've built the company from the ground up. In this interview, they talk about their journey, challenges, and vision for the future.

Background and vision

What inspired your journey to start Shiftbase?

Jurrien: Shiftbase was born from a simple but frustrating experience—incorrectly recorded working hours. While studying, I worked part-time at a restaurant where one day my hours were logged incorrectly. That moment made me realise: there had to be a better way.

What started as a basic tool for logging hours digitally quickly evolved into a full platform with scheduling and workforce management features.

When Kars joined, we rebuilt the software from the ground up, with one goal: to create a scalable and high-quality solution that supports businesses with both employee scheduling and time tracking. Even today, it's incredibly rewarding to see how our software helps improve the daily operations and collaboration of our clients.

Can you tell us more about your background?

Kars: After completing my pre-university education, I started studying Psychology but soon realised it wasn't for me. At the same time, I began working for my dad, who needed someone to build websites. I had no experience in web development, but my curiosity drove me to teach myself the skills.

Looking for more challenge and the chance to work in a team, I joined HotelSpecials as a developer. That's where I deepened my technical skills—and met Jurrien. I had always dreamed of starting an online software business, but lacked a solid idea. During our conversations, Jurrien talked about HorecaSysteem, the software he had developed himself for a restaurant where he worked.

This story inspired me to further develop the idea into a scalable solution, and thus began my adventure that ultimately led to the founding of Shiftbase.

Jurrien: I completed an MBO in ICT, followed by a bachelor's degree in Information Engineering at the Amsterdam University of Applied Sciences. After graduating, I worked as a freelancer for a year and then joined HotelSpecials.

How did your experience help in building Shiftbase?

We both worked on complex software systems in the past. At HotelSpecials, we also learned about the commercial side of things—like selling without a sales rep, and how to improve user experience. Those lessons became key building blocks for Shiftbase.

What's Shiftbase's mission?

Our goal is to eliminate admin work in managing shift-based teams. Our workforce management assistant frees businesses from time-consuming tasks, so they can focus on what they do best—creating exceptional guest and customer experiences, and building engaged, satisfied teams.

Product and Innovation

How do you stand out in the world of scheduling and time tracking software?

By making complex things simple. Every business should have a smooth and pleasant experience using our software. Although this challenge is increasing as many functionalities are added, we still invest a lot of time in the user-friendliness of the software.

What have been some of your biggest challenges while building the software?

The tech landscape changes fast. It's always a challenge to decide which trends to follow and which to skip. Balancing ongoing maintenance with building new features is another constant juggle.

What tech or trends are you leveraging to keep Shiftbase ahead?

Like many other companies, we're exploring how to apply AI. We're also working on exciting new developments we can't talk about just yet ;)



Entrepreneur- and leadership

What do you think are the most important qualities of a successful entrepreneur?

Even after 14 years in business together, we're still on the same page as founders. That shared vision helps us and the team succeed across multiple initiatives. Clear communication, solid agreements, and mutual respect are key.

How have you shaped the company culture at Shiftbase as founders?

To be honest, we didn't put much thought into company culture in the early years—it just developed naturally. And it reflects who we are: open, honest, transparent, and always up for a bit of fun.

Growth is central to everything we do—not just business growth, but personal development too. We look for curious people with the drive to constantly improve. We support that through training opportunities and close teamwork.

That combination has shaped our company culture. To protect it as we grow, we've now defined our core values. These are the foundation for how we work, learn, and grow at Shiftbase.



Growth and ...

What are your future plans for Shiftbase? Any new markets or features on the horizon?

We'll continue to focus on our mission of reducing administrative burdens and helping companies manage their teams more efficiently. A major part of our future plans is strengthening our presence in Europe, especially expanding further into Germany.

We also see great potential in adding more features and integrations to help businesses get even more value from our platform.

Innovation remains a priority too. AI-driven automation and more intuitive user experiences are high on our roadmap. We want to save our clients time and help them work more strategically.

Exploring new markets is a natural part of our strategy—but always with a focus on where we can make the biggest impact. Our goal is to help as many European companies as possible to grow through smart workforce management.

Looking ahead

How do you see Shiftbase's role in the changing world of work—with trends like hybrid working and flexibility?

We're here for the non-desk workforce: the server in a restaurant, the cashier in a shop, the cleaner keeping your business tidy. This kind of work isn't going anywhere. After all, who really wants to be served by a robot at a restaurant? That human touch still matters.

What are you most proud of when looking at how far Shiftbase has come?

Where we are today. You always dream of making a positive impact on as many businesses as possible. Looking at what we've achieved—we're nothing but proud.

What drives us

What motivates you to keep innovating and building Shiftbase every day?

Knowing we help businesses save time, work more efficiently, and focus on what really matters: their people and their customers. That keeps us going.

We're also fuelled by the challenge of solving complex problems in simple ways. We don't just want to simplify things for our clients—but also for our own team. For us, innovation is more than just adding new features—it's about continuously improving everything we do.

As founders, our mission is to create lasting, positive change in how businesses manage their people. That goes beyond technology—it's about people, and how we can help them feel happier and be more productive. That mission keeps us focused and energised every single day.

How do you maintain work-life balance, especially as founders of a growing company?

We make time for regular workouts, hobbies, and family. Taking time to recharge helps us stay energised and fully committed to our customers.

What's something people probably don't know about you or the company?

Kars: I love racing my bike on MotoGP circuits. It keeps me on my toes and reminds me how important focus and speed are to me.

Jurrien: I'm really into sports—especially kitesurfing, hockey, cycling, and running.

Customer story

New York Pizza: Boosting efficiency and cutting costs



Since August 2024, Shiftbase has officially been the preferred workforce management provider for New York Pizza.

Thanks to the integration with S4D—an omnichannel solution used across New York Pizza locations—Franchisees can now manage all their key data in one place. This enables them to run their operations more efficiently and effectively.

★★★★★

Our partnership is focused on giving franchisees access to the best tools available for managing their teams efficiently. Shiftbase will play an important role in that.



Joost Geurtsen
Chief Marketing Officer @ NYP

THE CHALLENGE

Manual processes were limiting efficiency

Before Shiftbase, employee availability was tracked manually—often via WhatsApp. This approach was time-consuming, prone to error, and difficult to manage. The need for a more efficient and digital solution led New York Pizza to Shiftbase.

THE SOLUTION

More autonomy and digital workflows

With Shiftbase, workforce scheduling is now fully digital—creating a seamless workflow. Employees can access their schedules via the app, request time off, swap shifts, and instantly see how many hours they've worked that month.

New employees are first registered in the payroll system Nmbros, which is integrated with Shiftbase. Once registered, they automatically receive an invitation to fill in their details. These are then imported into Shiftbase, making it quick and easy to add new staff to the platform.

THE RESULTS

Time saving and cost reduction

The implementation of Shiftbase has resulted in significant efficiency gains and cost savings:

- Time spent on scheduling has been drastically reduce
- Errors in attendance tracking and shift planning have been minimised
- Simplified and faster processes help franchisees cut costs and focus on their core business

CONCLUSION

A smarter way to work

The partnership between New York Pizza and Shiftbase shows how digitalisation and automation can directly improve operational efficiency and business success. With Shiftbase, franchisees have a powerful tool that helps them manage their teams more effectively, save time, and optimise daily operations.



"We used to spend two hours per week creating a schedule per location, now it only takes thirty minutes."

Roy Leuverink
Franchise owner @ NYP

Looking AHEAD

OUR PRODUCT VISION

At Shiftbase, we believe running a business should be about people
- not paperwork.

Imagine this: An owner walks into their restaurant —not to fix a broken schedule or untangle payroll errors—but to greet customers, guide their team, and plan the next big step for their business. That's the kind of future we're building: a world where admin takes care of itself, and businesses thrive.



Here's how we're shaping that future

1. **Scheduling that works like clockwork**

No more last-minute changes or scrambling to fill shifts. We're moving toward dynamic scheduling that predicts needs, learns from trends, and adapts in real-time—so businesses run smoothly.

2. **Data that works for you**

Workforce insights shouldn't just sit there—they should drive better decisions. We help turn hours worked and labor costs into actionable insights that grow businesses and boost profitability.

3. **Empowering teams, not just managers**

Happy, engaged teams are the foundation of great businesses. We're giving employees tools to manage their availability, swap shifts effortlessly, and stay informed—building loyalty and reducing turnover.

4. **Admin that disappears**

Payroll and compliance shouldn't feel like a full-time job. Our vision is a platform that quietly handles the heavy lifting, so businesses can focus on delivering exceptional experiences.

5. **A bigger horizon**

And we're not stopping at scheduling, time tracking, and payroll. Step by step, we're building solutions to reduce admin across HR, communication, task management, and beyond.

With these pillars driving our product vision, Shiftbase isn't just simplifying workforce management - we're freeing businesses to focus on what truly matters: creating incredible customer experiences, building thriving teams, and growing with confidence.

Ivo Hunink
Chief Product Officer







Team spotlight

Tom on working in Sales at Shiftbase



Tom

Account executive

Every day brings a new challenge – I help customers uncover their admin challenges and reflect critically on their processes. From there, I make sure those insights are clearly handed over to our support and implementation teams—so we can create real impact together.

What **inspires** you most in your role?

For me, it's the energy and fun within the team. Everyone's direct and honest, but also open to feedback. That mix of humour and professionalism creates such a great atmosphere.

I also find inspiration in the conversations I have with customers. They're often spontaneous, but always with a clear goal: to discover how we can make a real difference. That's what makes my job not only fun, but deeply rewarding.

Tell us a bit about **your department**

Our Dutch sales team consists of six close-knit colleagues, all working together to support our customers as best we can.

Four of us focus on following up new sign-ups, qualifying leads and guiding customers through their first experience with Shiftbase. That helps them get started quickly and smoothly. Two team members handle larger, more complex leads. These often require a deeper understanding of specific challenges and a more consultative approach.

We also work closely with our implementation team. Once a customer sees the value of Shiftbase, we hand things over to implementation.

That team helps set up accounts and ensure everything gets off to a great start.

Our sales approach is always customer-focused. We work with clients to find the subscription that fits their needs—not the priciest one, but the right one. That's why we don't work with bonuses. Our goal is to build long-term relationships and help as many companies as possible with a solution that truly works for them.

How do you uncover a customer's real pain points?

When someone signs up, the story usually starts off pretty simple. But my job is to dig deeper. I ask questions to uncover the root of their challenges—not just what's happening now, but what they might face in the future. Together, we explore how Shiftbase can tackle those issues and make a meaningful difference.

Can you share an example of helping a customer?

One that stands out is a large gaming arcade with 80 employees. They were still tracking time on paper, which led to frequent errors.

We took a deep dive into their entire process, from onboarding and scheduling to payroll. Together with our partners, we delivered a complete solution that streamlined the entire workflow. It made life easier not just for the managers, but also for the staff.

Seeing how our solution helps both the business and its people—that's what makes this job great.

What motivates you to sell our software?

I want to fully believe the product I'm selling. With Shiftbase, I know our software genuinely helps. And the feedback we get from customers proves it.

The best part? The relief they feel when their processes finally run smoothly. Shiftbase is accessible to everyone—from the local baker to large logistics hubs.

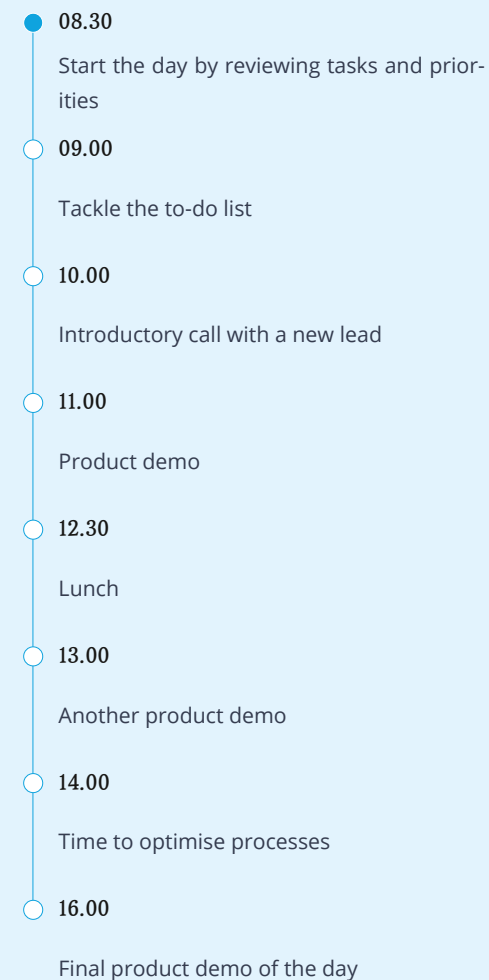
And because the product and the company keep evolving, I'm confident we'll continue to deliver value for years to come.

Why do you enjoy working at Shiftbase?

It's the growth we've experienced. When I joined, there were just 15 of us. Now we're over 70. That growth constantly brings new challenges and responsibilities, which keeps things exciting and gives me room to grow.

Thanks to the support from colleagues and team leads, I've been able to develop professionally and contribute meaningfully to Shiftbase's success.

What does your typical day look like?

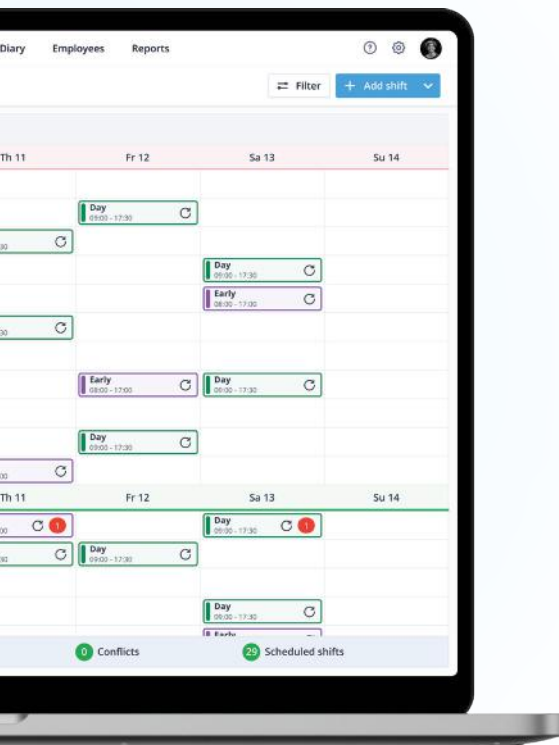


Innovation: the driving force of progress

Insights from development



Marco Jansen
Head of Engineering



Shiftbase: Innovation and reliability powered by a strong team

At Shiftbase, our mission is to continuously improve our software to meet our customers' evolving needs. A dedicated team of developers works with modern technologies to build solutions that are not only reliable today, but also ready for tomorrow. With a customer-focused mindset and frequent updates, we keep strengthening and innovating our platform.

Progress every two weeks

Every two weeks, we release a new version of our software. This agile release cycle allows us to deliver regular improvements, fix issues quickly, and introduce new features. Each release goes through thorough testing to ensure it meets our high-quality standards—so our customers can always rely on a stable and trustworthy system.

Our core technology stack includes PHP and TypeScript—but we don't stop there. We always choose the best technology for each part of the platform, making sure our solutions remain future-proof and adaptable.

A strong team **with focus and flexibility**

Our development team includes 18 specialists with diverse areas of expertise, structured into focus teams. Each team is responsible for a specific area of the software—such as integrations or core functionality—allowing us to innovate and enhance multiple aspects of the platform simultaneously.

We work in a hybrid model, combining remote work with in-person collaboration at the office. This setup offers space for deep focus, while team meetings and brainstorming sessions drive fast decision-making and innovative solutions. The balance between autonomy and collaboration is a key pillar of our success.

Customer-led software **that delivers real value**

At Shiftbase, everything starts with our customers. User feedback plays a crucial role in shaping our development roadmap. Our aim is to deliver solutions that serve a wide range of businesses, while still meeting the specific needs of different sectors.

By listening closely to what our customers truly need, we're able to create software that not only simplifies and speeds up processes, but adds real value to their operations. This customer-first approach—combined with our focus on innovation and quality—is what makes Shiftbase a trusted partner, both now and in the future.

With our focus on innovation, team strength, and customer success, Shiftbase continues to build solutions that empower organisations to thrive.



Customer story

Anthony Hotel: **Digitalisation as a gamechanger**



Anthony Hotel, an independent boutique hotel in Utrecht, faced a major challenge in its administrative processes. Contracts were still managed in Word and employee data stored in Excel. The need for modernisation was clear. In March 2023, Margot van Geldere, Talent & Culture Manager, stepped in to overhaul the entire HR approach.

THE CHALLENGE

Inefficient HR administration

Creating contracts manually was time-consuming—especially with a high number of student workers and temporary staff. Every month brought the same administrative headaches, making change increasingly urgent.

Digitalisation became essential—not only for scheduling but also for contract management. The planning system in place at the time was a Kitchen Manager, which significantly limited reporting options and created workflow bottlenecks. It was prone to error, vulnerable to misuse and extremely time consuming.

THE SOLUTION

A powerful combination: Personio & Shiftbase

While searching for the right solution, Margot came across Personio and soon after discovered Shiftbase. Together, the two systems offered seamless integration between HR data, time tracking, scheduling, and contract management.

The result was immediate and striking: time spent on reviewing and verifying hours each month dropped from a full day to just thirty minutes—a major efficiency boost.

THE RESULTS

Streamlined staff management

- Time savings: Time spent on time tracking and verification dropped from 8 hours to just 0.5 hours per week
- Accuracy: Administrative accuracy reached 100%
- Employee satisfaction: Staff satisfaction rose from a 6 to an 8
- Simplified reporting: No more complex Excel formulas—just clear and instant insights

CONCLUSION

A smarter way to work

The integration of Shiftbase and Personio has helped Anthony Hotel replace inefficient, error-prone processes with a streamlined, digital solution. The impact? Time savings, improved accuracy, and a clear rise in employee satisfaction.



“The integration of Shiftbase and Personio hasn’t just improved our efficiency—it’s also boosted team satisfaction. It’s truly been a gamechanger.”

Margot van Geldere
Talent & Culture Manager

Team spotlight

Annemiek on her role in Support



Annemiek

Team Lead Support NL

No two days are the same – Working on the Support team at Shiftbase really suits me because every day is different. You never know what to expect, and that keeps me sharp. The variety means there's always a new challenge—and I absolutely love that.

What do you **enjoy most** about your work?

What I enjoy most is being able to really make a difference for our customers. It's inspiring to know that I can directly contribute to improving the way they work.

By helping them manage their workforce more effectively, I give them peace of mind and clarity which allows them to focus on what truly matters: growing their business and supporting their team.

Tell us about your **department**

Our Dutch support team consists of eight close-knit colleagues, divided into two layers: first-line and second-line support.

First-line support is the first point of contact for the customers, handling queries via email, chat, and phone. This team focuses on quick, customer-friendly solutions to everyday questions.

Second-line support has a more specialised, supporting role. These colleagues assist the first-line team by advising on more complex cases. They're also responsible for maintaining and expanding our knowledge base to make sure the right information is always available. Handling more technical, in-depth queries is also part of their role.

Can you share an example of how you helped a customer?

I recently helped a customer who was struggling with their time tracking. They couldn't figure out where things were going wrong. We walked through it together, step by step, until we found the issue and resolved it.

Moments like that are incredibly rewarding—for the customer, but also for me.

What I also value is thinking ahead. If I see something in a customer's account that might become a problem later on, I flag it immediately. Helping customers stay ahead of potential issues is part of what makes the job so satisfying. That proactive side of the role really keeps things interesting.

What are you most proud of in your work?

I'm proud of the support I provide—both to our customers and my colleagues. My job is all about adding value, in any way I can. Whether it's helping a customer, solving a tricky problem, or assisting a teammate, it feels good to make a meaningful contribution.

For me, working with passion means enjoying what you do and staying motivated to give your best. It's what keeps me energised every day, even when things get tough. And that sense of fulfilment means a lot to me.

Why do you enjoy working at Shiftbase?

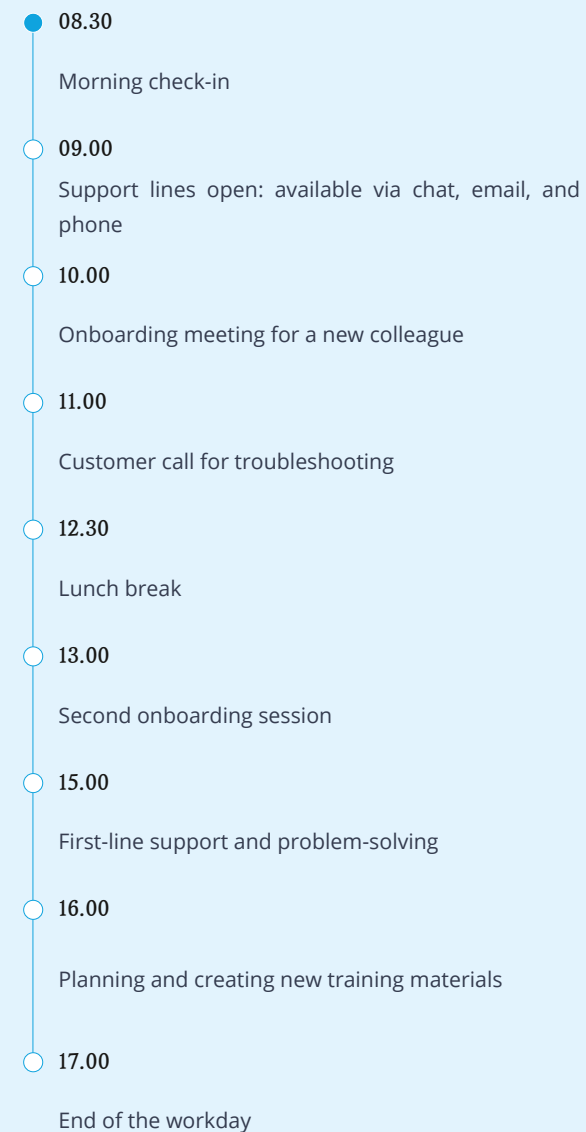
What makes working at Shiftbase so special is how we use technology to truly help businesses. Our software doesn't just boost efficiency—it brings calmness and clarity.

Shiftbase simplifies workforce management, and that makes my work real meaning. It feels great to know I'm part of something that makes a real difference to so many companies.

I also really value the opportunities for personal growth. At Shiftbase, I'm encouraged to keep developing, to grow in my role, and to actively contribute to our mission.

That's what makes this job both fun and unique. It just feels right to be here.

What does your typical day look like?



Together we go further

Partner management at Shiftbase



Frank Hardeman
Partner Manager

Why we believe in best-of-breed and nearbound strategies

Our mission is to deliver maximum value to our customers—every single day. That's why we believe in best-of-breed solutions: technologies and services that are built to excel in their specific area of expertise.

By choosing the very best in each category, we give our customers not only top-tier performance, but also seamless integrations. The result is a powerful system where everything works together smoothly—providing a solid foundation for business success.

Technology-partners: an ecosystem of possibilities

POS & till systems

In hospitality, the till is the beating heart of operations. That's why we offer three powerful integration options:



Clocking in via the till

Employees can clock in and out through the POS system. Their hours are automatically recorded in Shiftbase and forwarded to payroll—no manual input required.



Revenue integration

Track your revenue alongside labour costs and gain real-time insight into productivity per hour.



Reservation module

Connect reservations to Shiftbase for a live view of expected guest traffic. This helps ensure optimal staffing levels.

Payroll software

Time tracking only adds value when hours are paid correctly. That's why Shiftbase integrates with leading payroll systems like Nmbros, AFAS, and Loket. Approved hours are sent directly to payroll, saving time and reducing errors.

Business Intelligence (BI)

For businesses seeking deeper insights, we partner with specialised BI partners. These experts combine data know-how with industry-specific knowledge, to deliver tailored dashboards and strategic analytics.

HR software

In sectors like manufacturing, logistics, or retail, businesses often manage both office staff and frontline workers. Our integrations support both groups seamlessly.

We work with HR partners to meet specific back-office needs, while Shiftbase ensures reliable scheduling and time tracking for operational teams.



New employees added to the HR system are automatically synced with Shiftbase—ready to be scheduled.



Approved leave requests in Shiftbase are instantly updated in the HR system, keeping HR fully informed on balances and availability.

Clocking hardware

While digital tools are on the rise, some businesses still prefer physical time clocks or access gates. For this, we partner with trusted hardware providers who handle delivery, maintenance, and integration with Shiftbase—seamlessly.

Open API

Our open API gives companies full flexibility to create custom integrations—whether it's with a Transport Management System (TMS), ERP platform, or bespoke BI solution. The possibilities are endless.

Beyond tech: The power of nearbound

Success is not just about technology. Our nearbound strategy focuses on leveraging trusted networks and existing connections.

This approach allows us to support customers in a more personal, relevant, and cost-effective way.

That's why we closely collaborate with:



Payroll processors

Our integrations with Nmbros, Loket, and AFAS ensure that hours (including premiums) are processed accurately and automatically.



Payrollers

Invoicing is linked to actual hours worked, fully automating the billing process for temporary and flexible staff.

The indispensable role of our partners

Our partners are essential to our growth. They open doors to new markets and bring us closer to the customers who need our solution most.

Together, we're building an ecosystem rooted in trust, innovation, and collaboration. This allows us to deliver greater value, understand our customers better, and provide solutions that truly make a difference.

Our partners are more than a link in the chain—they are co-creators of our success and a vital part of our commitment to deliver only the best to our customers.

Customer story

Moco Museum: **80% time saved on** **employee scheduling**



Moco Museum is a leading destination for modern and contemporary art. With thousands of visitors each year, the museum relies on a dedicated team to ensure a smooth and welcoming experience.

To streamline their employee scheduling and time tracking processes, Moco Museum chose Shiftbase.

THE CHALLENGE

Time consuming and error-prone planning

Before Shiftbase, Moco Museum Barcelona managed schedules manually in Excel. This approach was not only time-consuming but also prone to mistakes.

Tracking worked hours and verifying contract hours was a complex task, especially without a centralised system to keep everything organised

THE SOLUTION

Easy to use and intuitive

Since switching to Shiftbase, the museum has seen major improvements in workforce management.

Sofia McQueen-Mason, Service Manager at the museum, shares:

"I'm very happy with Shiftbase. It's intuitive and extremely user-friendly. I figured everything out on my own without any training. Viewing worked hours and checking contract hours is now a breeze. The reporting feature is also very straightforward."

Sofia highlights how simple it is to create rosters using Shiftbase. Employees can easily clock in and out and check their shifts on their phones—boosting both flexibility and efficiency,

THE RESULTS

More efficient and organised workforce management

- 80% time saved on employee scheduling
- Accurate tracking of worked hours and contract compliance
- User-friendly reporting tools for time tracking
- Simplified absence and holiday management
- Clear, optimised reporting of worked hours to headquarters

CONCLUSION

A smarter way of working

With Shiftbase, Moco Museum Barcelona has achieved more efficient and better-organised staff management—contributing to smoother operations and greater employee satisfaction.

This success story shows how Shiftbase delivers value as a powerful solution for time tracking and workforce planning.



"Take the time to get to know Shiftbase—you'll discover features that truly work for you."

Sofia McQueen-Mason

Service Manager @ Moco Museum

Team spotlight

Gino on his role as Implementation Specialist

A portrait of Gino, a man with a shaved head, smiling, wearing a light-colored shirt. The portrait is partially obscured by a blue graphic element.

Gino

Implementation Specialist

Making people happy is my passion - At Shiftbase, it's not just about the software—it's about the people who use it. By taking a personal approach and really listening to what customers need, I can truly make a difference.

What do you **enjoy most** about being an implementation specialist?

I've always been someone who enjoys helping others. What I love most is guiding customers to the next level and showing them the real value of what they've purchased.

Over the years, I've built up quite a bit of experience in this field—and it's still rewarding to see how the insights shared during onboarding help customers get even more out of Shiftbase.

Tell us about **your department**

Our implementation team consists of six team members who guide customers through a smooth and successful start with our software. We follow a standard implementation plan that we tailor to each customer's sector.

For larger customers—those with over 100 employees—we design a custom onboarding process. We set key milestones and set a clear go-live date.

This plan is shared with the customer from the start, giving them full transparency into what to expect. We also make progress visible at every step, so they always know where we stand.

How do you ensure **customers** aren't just satisfied, but truly successful with Shiftbase?

Staying in touch is key. Customers really appreciate it when you reach out proactively just to check in. I often do this by reviewing how they're using the software and sharing an audit-style report. We then go through the findings together and look at what could be improved. That kind of personal contact is always appreciated.

Listening is also important. If a customer runs into a challenge or has a unique request, I may not be the one developing new features—but I can help think through workarounds or recommend process changes. Often, the solution lies in adjusting internal workflows to better fit the software. Helping customers see that is a big part of my job .

What does “**working with passion**” mean to you?

For me, working with passion means making people happy. It's just part of who I am—I love helping others.

Even during tough implementation projects, I try my best to leave the customer with a smile. Sometimes, you can't solve every issue, but if the collaboration goes well and the customer is satisfied with how we approached it, that's a win for me.

Passion means doing whatever it takes to help even, if that means pulling in other team members to get it done

What **inspires** you most about working at Shiftbase?

The energy here is genuinely contagious. Within my first two weeks at Shiftbase, I noticed how positively everyone interacts. That enthusiasm shows in everything we do, and it makes this a really enjoyable place to work.

What's the most **unusual request** you've ever heard?

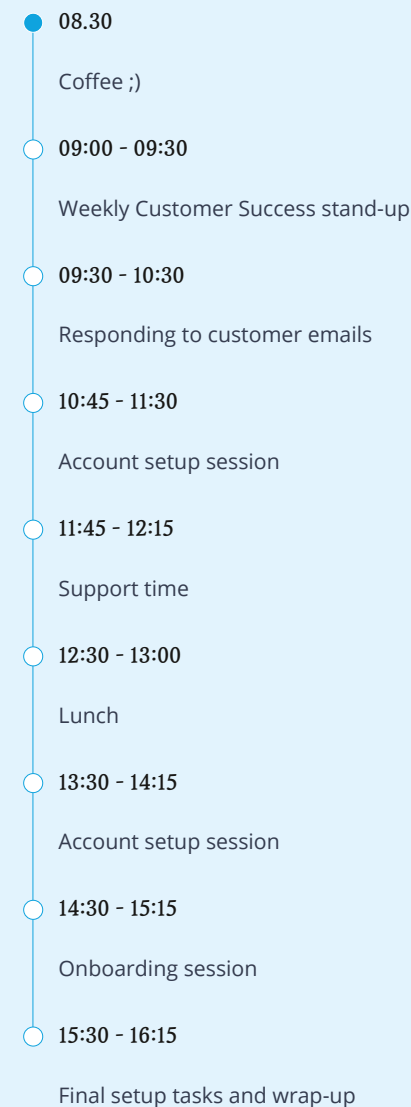
Not one I received myself—but a colleague once got a pretty strange one: a request to automatically clock employees in and out based on GPS location. That would mean tracking their whereabouts during work hours—which obviously goes against privacy laws. So unfortunately, that wasn't something we could help with!

Where have you made a **difference** personally?

I always try to be genuine and personal in how I work. One example that always stays with me is a customer who runs a metal workshop. Most of their team is older, and every time we speak, it feels like catching up with old friends.

They ask how I'm doing—and I do the same. They really appreciate that kind of connection. Even when I have to say “no” to a request, they still end the call with a positive feeling. Those moments are special—for the customer and for me.

What does your **typical day** look like?



What makes working at Shiftbase so **special**.

Enjoy your work. Grow, innovate, and connect.

Making a **real difference**

What sets Shiftbase apart is the realization that our work really makes a difference. We help businesses work more efficiently and save valuable time and resources. It's incredibly rewarding to know that our work truly makes a difference.

A **collaborative** and supportive team

The heart of Shiftbase? Our people. Our team is a vibrant mix of talent, all driven by one shared goal: delivering the best possible solutions to our customers. Collaboration is in our DNA. Everyone is encouraged to think big and take initiative. Successes are shared—and celebrated—together.

Innovation in motion

No two days are the same at Shiftbase. We thrive on innovation and embrace change.

Working here means being part of a fast-moving environment where new ideas are welcomed. Our passion keeps us energised: We move fast, adapt quickly, and aim for real impact—without ever compromising on quality.

A **strong focus** on growth

Personal and professional growth are central to our culture. We believe that when our people grow, the company grows too.

We don't see failure as defeat—it's a learning opportunity. Bold ideas are welcomed, tested, and refined. This mindset drives sustainable innovation and long-term success.

Rethinking **work-life balance**

At Shiftbase, fun isn't just about Friday drinks or table football (though we enjoy those too!). It's about creating a healthy balance between work and life.

We offer flexible hours, remote work options, and a culture that respects boundaries. Happy people are productive people—and we've created an environment where everyone can grow, both personally and professionally.

Join the Shiftbase team

Working at Shiftbase is more than just a job. It's an opportunity to be part of something exciting, fulfilling, and meaningful.

Looking for a place where innovation meets enjoyment? Where challenges turn into opportunities? Where people truly come first?

Then Shiftbase is the place for you.

*Come for the work, **stay** for the culture.*

**At Shiftbase, you
make a difference
- every single day.**



Karin Valente
Head of People

Thank you for reading!

Start saving time on employee scheduling today

See for yourself how our scheduling software can make your job easier.



Discover the future

of workforce management

At Shiftbase, we believe in working smarter—not harder. Our workforce management solutions help streamline scheduling, time tracking, and HR tasks—giving you more time to focus on what really matters: your people and your business.

Join thousands of European companies already simplifying their processes and boosting employee satisfaction with Shiftbase.

Visit www.shiftbase.com for more information.

