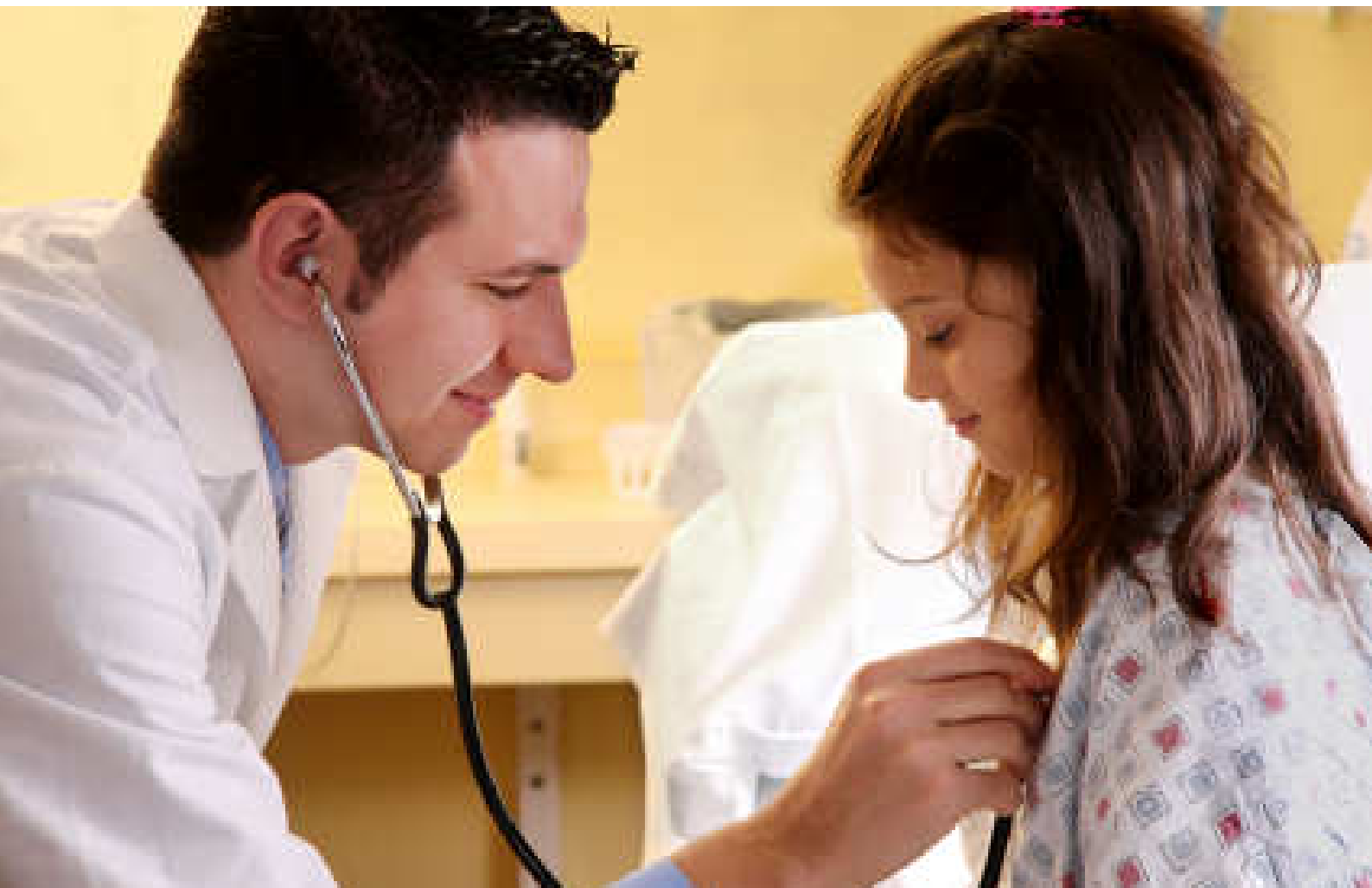


The Online Scheduling Report 2010

*Why 4 out of 5 get more appointments with
online appointment scheduling*

May 24, 2010

by Niclas Marie



Did you know that:

- A massage therapist has on average 50 appointments each month
- The most popular starting hour for an appointment is 10am
- The most popular duration of an appointment is 30 minutes
- 85% of all appointments last for an hour or less
- Tuesday is the most popular weekday for appointments
- Monday is the most popular weekday to make a reservation
- The most popular time of day to make a reservation is between 9.57am-10.03am
- 11% of all online reservations are made on the weekend when most businesses have their phones turned off
- 52% of all businesses send appointment reminders by text message / SMS
- Massage is the most popular service to book online
- 4 out of 5 businesses get more appointments after switching to online scheduling
- 90% recommends online scheduling to a friend or colleague
- 24% synchronize their online schedule with their cell phone
- More than 50 online appointment scheduling services are available on the US market

The Online Scheduling Report 2010 is here!

During the last 3 years, online scheduling has exploded. The pioneers in online scheduling have always been the health, wellness and beauty industry. But more and more businesses and organisations discover the benefits.

The educational sphere with classes and event registration is constantly growing online, and they are moving from old, complex and inaccessible software to web based online scheduling.

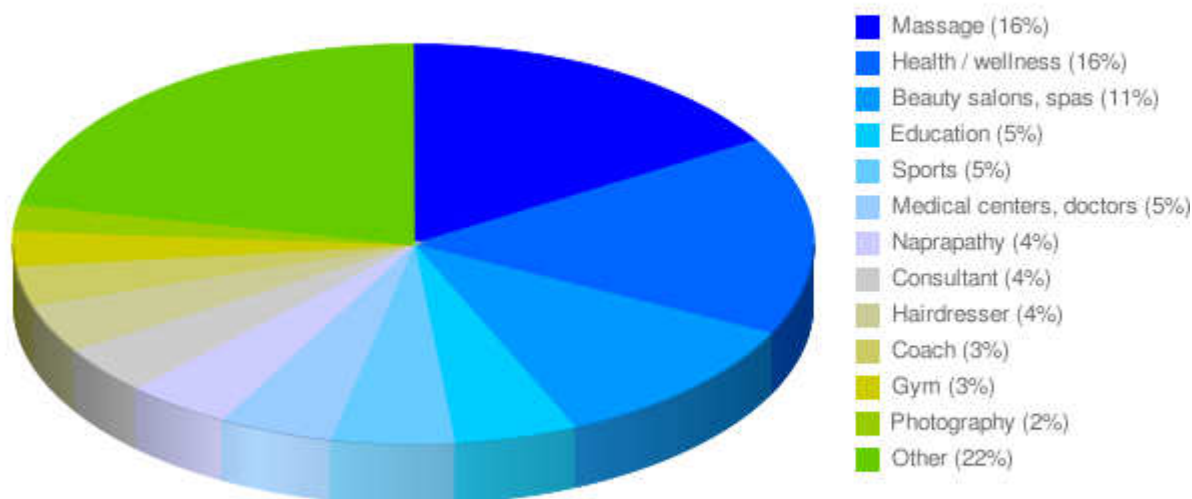
In 2009, several new kinds of businesses realised the benefits of online scheduling. Some of these are personal trainers at gyms, photographers, dentists and law firms.

How the report was made

The results of this report were collected through a survey made in april 2010 on hundreds of users of TimeCenter online appointment scheduling software. All of the statistics on the previous page are based on actual data, of appointments made through the software.

Who is using online scheduling?

Massage therapists have known the benefits of online scheduling for a long time. In the "other"-category, there are many interesting businesses like skydivers, vintage bike repair shops and dog whisperers.



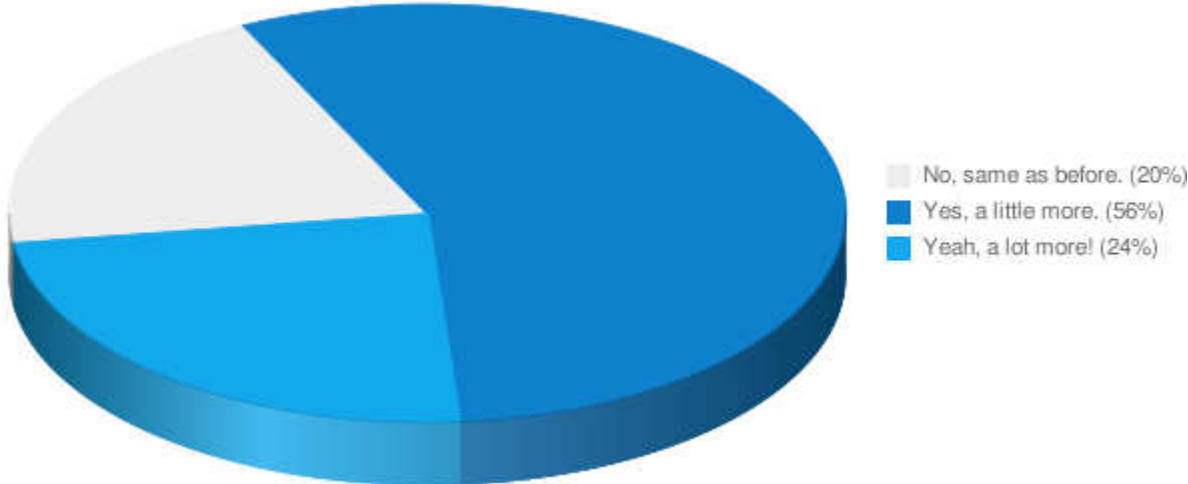
The survey questions

On the following pages are the questions asked in the survey along with a summary of the answers. The questions included the brand TimeCenter, but have been generalized where possible. Most of the answers applies to any online appointment scheduling software.

- 1** Have you seen an increase in appointments since you started using online scheduling?
- 2** How did you handle appointment scheduling before you had online scheduling, and what were the major challenges you faced?
- 3** How has online scheduling helped your business?
- 4** Why did you choose TimeCenter?
- 5** Have you recommended TimeCenter to anyone?
- 6** Anything else you would like to share with us? We'd love to hear your feedback.

1. Have you seen an increase in appointments since you started using online scheduling?

The most amazing fact is that **4 out of 5 businesses get more appointments** now than before they had online scheduling. The chart below shows that a third of those have a **LOT more** appointments than before. That's really great news, proving that online scheduling actually makes you more money!



2. How did you handle appointment scheduling before you had online scheduling, and what were the major challenges you faced?

A few businesses used online scheduling right from the start, which we think is awesome. But for the others, there were a lot of reasons to switch to online appointment scheduling.

Most businesses used to receive appointments by phone, and wrote them down in an appointment book. The challenge with this is that they were hard to reach, since most of them don't answer their phone during an appointment. Many believe that this made them miss out on several appointments.

Many hours each week were spent on phoning clients who left a message on the answering machine. This takes a lot of time at the end of each day, and some makes calls to their clients when they're on a break, making it hard to really relax. Several business owners also felt the need to answer the phone and take appointments when at home with their family, which causes stress.

Booking in an appointment book, was clumsy and time consuming.
Angela Eklöv, Angelas Beauty Base

I had to set aside time each day to call clients who wanted to book or reschedule.
Carl Linde, Carpus Massage

Some were half way to online scheduling by using e-mail to accept appointments. The biggest challenges with this were that the clients didn't get a confirmation right away, and if it took too long, the client sometimes made an appointment with a competitor.

For the businesses with several staff members, there were a lot of papers everywhere, and trying to assist each other with making appointments often led to double bookings and confusion.

Another challenge that was mentioned was no shows. The clients simply forgot about the appointment. Several business owners think it difficult to charge for the missed appointment, with the risk of the client never showing up again.

3. How has online scheduling helped your business?

They threw out the appointment book and shut off their phone. They started sending text messages to clients who made appointments. What happened next?

Thanks to the text reminders sent to the clients cell phones, many businesses have noticed that they have **much less no shows**. The ability for the business owners to receive text messages when they get new appointments is also appreciated.

Several of our customers, especially beauty salons say that they get a lot **more customers and appointments**. They think it's because the clients have so much services to choose from. Services that they didn't know existed when booking by phone.

The self-employed companies says that it's a great relief, now that **the phone rings less**. Businesses that have a receptionist have noticed that the receptionist's work load is greatly reduced.

Another interesting point is that very much time was previously wasted in collecting the client's contact information, which had to be done manually. Saving all of this in a database really helped a lot and made the appointment booking more efficient.

The biggest benefit that most business owner mentioned is that **their clients can make appointments whenever they feel like it**, regardless of whether they're working, they're on a break or in bed at home sleeping.

TimeCenter means everything for me! My customers just love it and as I am self employed, I could not do without it.

Matilda Klingener, Studio 34

I get 5-6 new clients each week, and nobody misses their appointment thanks to the text reminders.

Pernilla Svensson, Soleus Massage & Health

TimeCenter saved me a lot of time and frustration by decreasing my calls and call backs by 75%.

Marcia Male, Wilson Acupuncture and Healing Arts Center

4. Why did you choose TimeCenter?

The benefits of online scheduling are pretty obvious, but why do our customers choose TimeCenter? There are several appointment scheduling services to choose from. What makes us so special?

The main reason mentioned by many of the respondents is that it's really easy to use. They think it's **user friendly**, and their clients think **it's easy to make an appointment**. Great! This was and still is the cornerstone of the development of TimeCenter.

We also got a lot of comments that TimeCenter has a **very good price**, and the fact that there were no starting fee was appreciated.

Many of our customers think that we have a **quick and very helpful support**, even before buying a subscription. We appreciate these comments, because we put a lot of effort in helping each and everyone, even if it means explaining why TimeCenter might not be suited for them.

A lot of our customers switched to us from a competitor. Either because they were too expensive, too hard to use, or that their service had a lot of technical problems. One user also noted that TimeCenter has less features, which they prefer from other over-complicated and feature-flooded services.

One respondent made us raise our eyebrows. He said he chose us because he liked our name. "It makes sense and sounds professional". Well thank you! :)

Less time spent on the phone doing bookings.

Jessica Abegg, Sanctuary Massage & Wellness

Very easy to use from both therapist and user point of view. Nice to look at.

Simone Bradshaw Clinical Hypnotherapist

My clients think that the service is very good. My online schedule haven't been down a single minute in 15 months of use.

Erik Olsson, Naprapath

5. Have you recommended TimeCenter to anyone?

It's great to have a community of loyal users, and knowing that they recommend us to their friends, is a confirmation that TimeCenter is really good. We're very happy to hear that **90% of our users have recommended TimeCenter** to a friend or colleague. We're even more happy reading how they described it:

An effective time efficient solution to booking appointments. Like having your own receptionist for less money and hassle.

Beth Rogerson PhD

An affordable option from the online schedulers available. Also great customer service!

Jessica Abegg, Sanctuary Massage & Wellness

Convenient SMS reminders and time-saving online booking, where the customers do the job.

Marcus Hortlund, KMH Photography

Very easy to set up and maintain. Text messaging is a big plus.

Dean Stewart Photography

6. Anything else you would like to share with us? We'd love to hear your feedback.

As most online services, we get a lot of feature requests each week. We try to keep TimeCenter as simple as possible, and create only the features that are useful for everyone and are really good.

One of the most requested features is what could be called **My calendar**. A button/link somewhere to access your calendar in one click. This is a really good idea. We admit that it might require a few extra clicks to reach your calendar in some situations.

Many users appreciate the ability to sync with iPhone. Since you can't make appointments directly from the calendar in iPhone, some have shown an interest in an **iPhone app**, which basically is a stripped version of the normal TimeCenter, but better suited to the small screens of mobile devices. We like this a lot, and this will probably come sometime in a not too distant future.

For those of you working with events, like Yoga or other events where several people meet at once, there were some requests. One is to make it easier to send an e-mail or text message to everyone signed up for an event. It's a good idea, and we'll probably make it easier to handle event registrations in the future.



Some interesting questions and answers from one of our customers

How did you handle appointment scheduling before TimeCenter, and what were the major challenges you faced?

Clients called me to schedule appointments (playing phone tag) and I had to hire someone to call to remind them of their appointments.

How has TimeCenter helped your business?

Clients miss fewer appointments and really appreciate the reminders they receive. Also, clients can schedule their own appointments and don't have to wait for me to return their calls.

Why did you choose TimeCenter?

Convenience and efficiency.

Shirley B. Johnson, Stable Life Counseling

Conclusion

This survey clearly shows why the business owners switched to online scheduling and all the benefits they now have.

- Less wasted time
- Less administration
- Less no shows
- More customers and appointments
- The phone rings less
- Available 24/7 from anywhere in the world

More and more businesses owners want to bring their schedule in their pocket, by using a mobile phone since most phones now have constant Internet access.

The demand for online scheduling is constantly increasing, and it can be pretty hard to tell each online scheduling service from the other. But it's obvious, businesses owners love when it's easy to use and quick to get going.

You've heard the expression over and over again, but this time we're really sure. **Online scheduling is the future.**