

# Affordable, New Technologies Enables 'Real' Benefits for your Business



**Online-Appointment.com can have a lasting impact to your business in the most profound ways, creating a whole new level of efficiency, while promoting greater avenues for profitability.**

**The Time Is Now.** Introducing *Online-Appointment.com*, a quintessential communications system. More than just appointments, this holistic software solution enables accurate communication to your customers, employees and vendors in time sensitive, appointment driven, environments.

With current advances in technology, and the propagation of e-mail, web, and SMS (text-messaging) services, the level of electronic efficiency are far surpassing the traditional methods of information delivery, specifically phone and conventional postal mail - *Online-Appointment.com* utilizes these advances, redefines them, and catapults your business to the next level.

**The Difference Is In The Details.** These days, keeping up with your customers is vital. The art of communication is extremely important when maintaining an on-going, loyal, and reciprocating business relationship. Knowing your customer before they step in the door, or at the moment of sale is a remarkable asset. By harnessing this power correctly, you can better assist them with the products they desire, and cater to their needs in ways that provide outstanding customer service. Getting there is achieved with *Online Appointment.com* powerful Customer Relationship Management (CRM) engine. Within the application, you can view the automatically documented services performed on your customers, and the amount they paid for their services. Discovering the frequency of customer visits also plays a vital role in determining how satisfied they are with your service, or how receptive they are to the promotions you offer. More importantly, you or your support staff can share, note and quickly search for customer encounter details - realizing that such nuances can be better suited to upsell, or properly market to those customers in future instances.

**Those That Offer The Ultimate Convenience Will Succeed.** In our competitive day and age, we strive to offer the best for our customers. They lead busy lives, and want the ultimate in convenience. As a result, consumers crave more from the businesses they patronize. By offering your customers the means of booking your services with you at any time of the day or night, and knowing that they indeed have a guaranteed timeslot for an appointment is a real value added benefit to them. Employing the *Online-Appointment.com* system provides a customer an intuitive, easy to use, secure, web based

interface that customer can use to choose a specific service, date and time that your business has availability, the provider and location that they wish to go to. Real conveniences offered with website simplicity that your customers will love to use, and adopt in no time.

**Cancellations Can Be Just As Rewarding.** Unfortunately, cancellations are a part of life for any business. Which not only costs in lost revenue, and incur the same added fixed costs - but more importantly is the opportunity cost, or the ability to serve and gain revenue from another patron. Fortunately, for those businesses that suffer last minute cancellations, there is the *Online-Appointment.com* solution. Through this system your schedule is reflected in real time, enabling patrons whom are actively booking online to immediately see which timeslots your business has available. Should the patron wish book the appointment slot, your business will be rewarded by not having to lose a sale, and waste precious company time. Additionally, for those that did not make the appointment, not having to enforce a cancellation fee would be considered good rapport on a businesses' part - especially if the cancellation was due to good reason. Less penalization is good for customers, and certainly good for repeat business.

**Time Spent Wisely Is Money Spent Wisely.** We've all heard that it is a easier and lot less costly to retain a customer, than is it to get a new one. We've also heard that attaining 'repeat' customer business is the most paramount, effective, and profitable, method for developing, sustaining and growing, long term business. Unfortunately, there are many factors that add perplexity and complication that can tangibly impact on your daily ability to employ these methods. Nowadays, your customers are constantly pushed with a variety of advertisements and promotions from competitors, they have more options, and they can be easily swayed, especially if you aren't on the top of their mind, when it comes time for them to make their purchase decision. The goal is to have your company's name surface when that decision is going to be made. Additionally, customers often forget to come in regularly when they should, and this reflects on your profitability and your bottom line. If you keep your customers consistent with the time frames they are to come in for periodically scheduled services, you will see improved results in your company's annual bottom line.

*“In an independent survey, 77% of consumers reported that they would book an appointment online, if the option was available to them.”*





**Time Spent Wisely Is Money Spent Wisely (cont'd).**

If your business currently employs any type of recall mechanism, for conducting phone calls or mailing reminders, you have done so because your company is aware that not all customers will remember dates and times of their appointments - less so if the appointment is made weeks or even months in advance. A retention program is critical no matter what the medium you use. However, with traditional methods there was no easy way to curtail the high costs and inefficiencies involved in a customer recall/retention method. The cost of personnel and their time to initiate a telephone reminder add up quickly. Mailing postcard reminders with ever continuing cost increases only more adds up more in materials, labor, and postage. In both cases, there is always a potential of not knowing, or not getting the message through to the intended recipient.

Thankfully, Online-Appointment.com's electronic mediums have allowed the opportunity for sending reminders at a fraction of the cost of traditional systems. Once consumers make an appointment, an e-mail or cell phone text-message reminder is sent out automatically days prior to the appointment, enabling the right message to reach the right person at the right time. If your business relies on extensive repeat business over a long duration of time, a simple reminder mechanism will send out perfectly timed sequential reminders at the periods in which the consumer needs to return back to your business for the service. This will likely aid in retention of the consumer, and allow you to keep that consumer from going to another competitor.

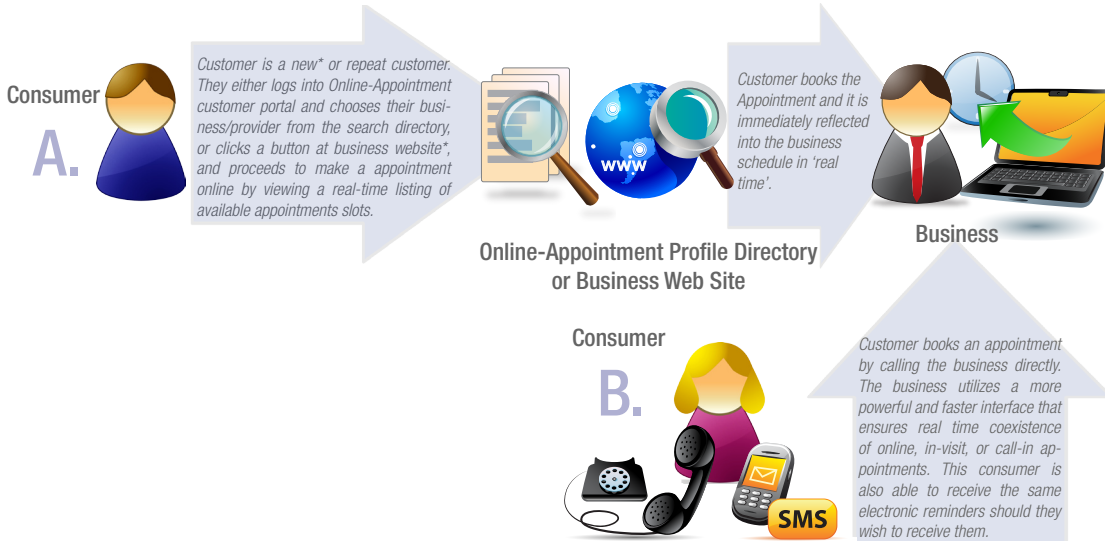
**Promotion Where Your Business Needs It.** When customers look for a business to serve their needs, more

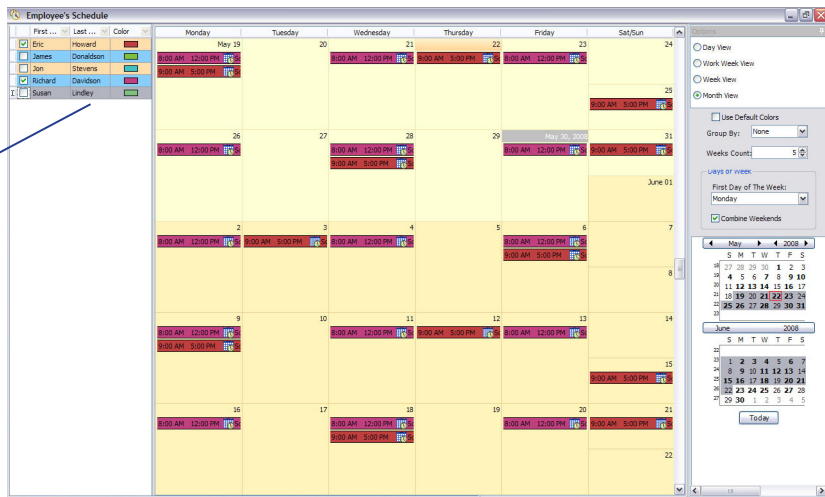
often than ever before, they turn to the internet for information. Along with the services that *Online-Appointment.com* provides, your business is profiled in its popular online provider directory. This ever growing resource allows new customers seeking your industry to search by zip code, and other location based parameters, along with the services and expertise you offer. In addition, *Online-Appointment.com* as a company is selective on which businesses it allows to be listed, and qualifies only businesses based on criteria of professional integrity, business presence and actual establishments in the communities they serve.

**Closing The Deal, Twenty-Four Hours A Day.** Any new or potential customer that finds your business online can discover the services you offer. From then they can instantly make a booking with your company by looking at your real time schedule. As a result, their information immediately gets populated in your customer base, and is now part of your system - eliminating the need for secondary entry on your part. Should for any reason the appointment not transpire, their contact information is saved so you may later contact and market to this customer in the future.

**The Power Of 'Instant'.** With the necessity to communicate in rapid fire fashion, we too wish our businesses had the means to keep up. Now with the *Online-Appointment.com* system, you can send a personalized text-message (SMS) to any customer, employee or vendor with quick ease - either by typing in your message or using one of many pre-set message templates. Need to inform a customer that you are running late, or even all your employees of an emergency, with a few clicks you can let your entire organization know immediately.

**Customers whom wish to book an appointment with your business, can do so through a few simple ways.**





Providers are color labeled and schedules of each can be easily found simply by checking off their corresponding visibility boxes.

View schedules, appointments, and much more in a multitude of viewing options.

The scheduling window in *ChRoMatic™*, an included application for the business users in the intrinsic *Online-Appointment.com* system.

**Scheduling For The Entire Organization.** Built for enterprises, but increasing important for small business is the ability to track and manage the entire employee schedule from one location. The application that enables this is called *ChRoMatic™*, it is part of the *Online-Appointment.com* system. Your company has the flexibility and scalability to have as many installations as needed. With it, you can discover whom is available, scheduled or out, in real time, and create schedules on the fly. These are just some of the capabilities of the service. Running your entire company's reservation system, no matter if its across time zones, can be handle from one centralized operations office. This results in significant cost reductions when individual locations do not need to rely on telephone reception support personnel to handle customer appointment bookings, but rather attend to other customer support needs.

**Be In The Know.** Receiving electronic confirmations from your customers in as simple as one click is the key to making this happen. As soon as an automated personalized reminder is sent, the consumer has the ability to confirm (or cancel) and can leave comments about their upcoming appointment, so you can prepare to anticipate their exact needs. This level of sophistication will keep them coming back time and time again.

**Flexibility to Interact & Evolve.** Your daily workflow involves several applications. So why should you be limited to just keeping the data within one. Likewise, you wouldn't use a spreadsheet application, if you wanted to type a letter. Look for the ability to import and export data to tangible formats that your other applications can

use from within *Online-Appointment.com*. Such export formats include .csv, .xls, XML, and HTML, which allows for running extensive reports or statistics in spreadsheet or database applications, and give you limitless power and flexibility. Additionally, the publishing of results to intranet websites provides easy sharing of vital information within specific departments of your organization no matter how large or small.

**Usable Logic, Speed, & Adaptability.** No application would be worthy if was cumbersome and difficult to use. Thankfully, modern software applications have come a long way, and now provide an intuitive look and feel, that additional instructional assistance is rarely required. However, there is more than simply ease of use to an application. Each function needs to be thoroughly thought out and handled in an efficient manner. Modern business demands quick interpretive logic and streamline flow, yet with this rapid pace is the need for operational acuity for even the most novice of users. Couple this with variable search mechanisms, and grouping capabilities and you have a comprehensive, and robust business tool such as the *ChRoMaTic™* system of *Online-Appointment.com*. As advances in technology are made available, so is the need to adapt. Constant upgrades are necessary to provide a business advantage, and with time better innovations will result. A notable advantage with a subscription based service is that these upgrades are provided for free of charge for as long as business remains a subscriber - feeding to the notion that stand alone systems, with limited utility, and enormous upgrade costs will soon be a thing of the past.

