

The Benefits of

Online Scheduling to Massage Therapists

Hundreds of massage therapists rely on Appointment-Plus each and every day to improve the efficiency and profitability of their operations. They use the service to securely schedule client appointments (both self-scheduling where the client books his or her appointment online and internal scheduling in the more traditional manner), manage their upcoming therapy sessions and clients, send automated e-mail and text reminders to clients regarding upcoming appointments, and accept online payments. One example of how massage therapists use Appointment-Plus to improve their business is detailed in the Case Study on page two.



Recent surveys conducted by Appointment-Plus show the real need small businesses such as massage therapists have for an alternative to their appointment-setting procedures:

- Before using Appointment-Plus, over 72 percent of small business owners and their receptionists manually took appointments by phone.
- Business owners chose to utilize an online appointment scheduling system for two main reasons: expand the ability of their clients to schedule appointments via the Internet (56.5 percent) and decrease the amount of time they and their staffs were spending on scheduling appointments (53.2 percent).
- Appointment-Plus helped business owners reduce their “no-show” rate by an average of almost 20 percent.
- Fifty-six percent of businesses saw their business increase since they began using Appointment-Plus.

To find out if Appointment-Plus is right for you and your business, please call us at 480-483-1199/800-988-0061 or visit us at www.appointment-plus.com to set up a free trial today!

 **Appointment-plus**

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Case Study

COMPANY PROFILE

Dynamic Touch Massage Therapy is a group of therapists in Orange County, Calif., dedicated to healing and healthy lifestyles. Its five therapists provide in-clinic and on-site therapeutic and relaxing massages to both companies and individuals. It operates from two locations in Costa Mesa and Mission Viejo.

THE PROBLEM

Prior to using Appointment-Plus, owner Kathy Flippin took massage therapy appointments by phone. She recorded them in Microsoft Outlook and followed up with each one by phone. At the time, Ms. Flippin did not have any staff support to assist her in scheduling and following up on appointments, as well as returning messages left on voicemail. This schedule-setting method took an incredible amount of time out of her busy schedule and limited the number of clients she could provide service to. Eager to grow her business by adding therapists and clients, Ms. Flippin needed an administrative solution to her appointment-setting dilemma.

ANALYSIS

As a growing business, Ms. Flippin opted not to hire a receptionist to handle her administrative duties, including setting and confirming appointments. She determined that automated scheduling software, along with an answering service, could help her manage her operations more efficiently by reducing the number of phone calls received, offering online self-scheduling where clients could book, change and modify their appointments, allowing clients to pay for their sessions online, automatically sending reminder e-mails to clients, and providing a central system where both her and her fellow therapists could manage their client information. Improved time management and greater availability were key factors in her decision.

SOLUTION

Ms. Flippin became aware of Appointment-Plus from local massage therapists who were using it. She chose Appointment-Plus based on its robust functionality and features not offered by the other appointment-scheduling software companies.



RESULTS

Appointment-Plus is helping Ms. Flippin and her fellow therapists focus less on repetitive appointment-setting tasks and more on their clients. **With 30 percent of appointments now booked online, she estimates the software saves her five hours per week. Additionally, clients who schedule their appointments online instead of calling through her answering service save her \$2 to \$5 per transaction.** Her “no-show” rate has also dramatically improved. In addition to the client self-scheduling and online payment options, Ms. Flippin uses Appointment-Plus to offer session packages to clients, store notes and properly document her clients, therapists and sessions. Her therapists can easily manage their clients and appointments from home or other locations with Internet access, which gives them greater flexibility. Client feedback is very positive from those who regularly set their appointments online. She adds that the low-cost, “priceless” software is well worth the monthly fee.



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