

# The Benefits of Online Scheduling to Personal Trainers

Personal trainers 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 sessions and clients, send automated e-mail and text reminders to clients regarding upcoming appointments, offer training session packages and accept online payments. One example of how personal trainers 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 personal trainers 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 operations, please call us at 480-483-1199/800-988-0061 or visit us at [www.appointment-plus.com](http://www.appointment-plus.com) to set up a free trial today!**

 **Appointment-plus**

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# Case Study

## COMPANY PROFILE

Finn Fitness & Wellness in Petaluma, Calif., offers exercise programs, nutrition and lifestyle coaching, and education to help individuals achieve and maintain healthy lives. Owner Michael Finn offers sessions in his studio, online and by phone.

## THE PROBLEM

Prior to using Appointment-Plus, Mr. Finn booked, modified and canceled his client appointments the traditional way: by phone with a pen and paper. This inefficient method took a large amount of time out of his schedule, as each of the 20 to 25 phone calls received weekly averaged two to three minutes in length. Additionally, it did not provide an easy way for clients to manually manage their scheduled appointments.

## ANALYSIS

Finn Fitness & Wellness believed an automated appointment-setting program would improve its scheduling procedures by allowing its clients to self-schedule, change appointment times and cancel previously-scheduled sessions online. As the sole employee, Mr. Finn did not want to hire an individual to handle his client appointments; instead, he sought a low-cost, automated scheduling application that could streamline this important task.



## SOLUTION

A fellow personal training practitioner highly recommended Appointment-Plus to Mr. Finn based on its superior scheduling processes, as well as the simple navigation from Web site to the scheduling page. Mr. Finn looked at other online appointment-scheduling companies, which were not as user-friendly as Appointment-Plus. Finn Fitness & Wellness chose Appointment-Plus for his client scheduling needs.

## RESULTS

Finn Fitness & Wellness has experienced a dramatic improvement in its appointment-scheduling procedures since it began using the product in 2007. **More than 50 percent of his clients now book and manage their training appointments online, which has reduced the number of phone calls by 50 percent. As the average length of each phone call is two to three minutes, this saves the trainer between 20 and 37 minutes per week.** The automated e-mail reminders are also benefitting Mr. Finn's operations, as clients are reminded of confirmed and upcoming sessions. Additionally, the e-mails have helped decrease the number of last-minute cancellations; clients are more apt to check their schedules and cancel or change their session times earlier if they receive the e-mail notifications. He also offers fitness packages and accepts and processes payments through Appointment-Plus. Overall, it makes scheduling sessions "incredibly more convenient" for the company.



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