

# The Benefits of

## Online Scheduling to Home Service Providers

Cleaning companies, roofers, air conditioning technicians, window installers and other home service providers rely on Appointment-Plus each and every day to improve the efficiency and profitability of their operations. They use the service to securely schedule customer appointments (both self-scheduling where the customer books his or her appointment online and internal scheduling in the more traditional manner), manage their upcoming appointments and customer information, send automated e-mail and text reminders to customers regarding upcoming appointments, and accept online payments. One example of how home service providers 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 home service providers 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!



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# Case Study

## COMPANY PROFILE

PURE Cleaning Agency in San Diego, Calif., is a one-stop referral agency for “green” cleaning services, such as housekeeping, carpet cleaning, and tile and grout cleaning. Its experienced and professional independent housekeepers use non-toxic, eco-friendly cleaning products at all of its jobs. It schedules both one-time and recurring cleaning appointments for its customers.

## THE PROBLEM

Prior to using Appointment-Plus, PURE Cleaning Agency used Google Calendar for its scheduling needs. Owner Elizabeth Bates says the program was not sufficient for her business operations, as it did not provide an automatic e-mail function to inform customers of upcoming appointments nor did it generate complete and specific reports. She adds that it’s a “good personal calendar, but not for business scheduling.”

## ANALYSIS

Ms. Bates determined that appointment scheduling software geared more toward business operations would be beneficial to the operations of her cleaning company. Among features she looked for were automatic e-mail reminders and robust reporting.

## SOLUTION

Ms. Bates conducted an online search of appointment-scheduling companies. After reviewing the functionality and features of Appointment-Plus, she chose it as for her appointment-scheduling needs. She cited ease-of-use and its customization capabilities (which allowed her to replicate the colors and look of her existing Web site) as factors in her decision.



## RESULTS

Appointment-Plus is helping PURE Cleaning Agency better manage its housekeepers and their appointments. Ms. Bates and her office staff use it to book approximately 70 appointments per week. The company utilizes the system’s automatic e-mail functionality to remind staff, housekeepers and customers of scheduled cleaning appointments, as well as generate in-depth reports.



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