The Baseball Center NYC
New York, NY

Bringing Order & Responsiveness to a Premier Baseball Facility

An AppointmentPlus Case Study
The Baseball Center NYC is a high-tech facility that was operating behind the times with an outdated appointment scheduling system. The ultra-fast pace of their facility meant their paper-based appointment binder was often inaccurate, which led to disorder and frustration among both instructors and clients.

In 2012, The Baseball Center NYC began searching for an online scheduling solution, which would give their employees and clients the flexibility of transparency and complete clarity for all their scheduling needs. Once they determined their chosen solution would need to provide internal safeguards as well as external visibility, they chose AppointmentPlus® scheduling software.
Switching to online scheduling resulted in a:

- **66%** increase in appointments scheduled
- **75%** reduction in time spent on the phone
- **98%** decrease in staff time spent scheduling appointments

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About The Baseball Center NYC

Since 2000, The Baseball Center NYC has been dedicated to providing high-caliber baseball and softball instruction to New York City residents. The Baseball Center is located on the Upper West Side of Manhattan, and boasts a 15,000-square-foot training facility — the perfect home base for their expansive selection of programs and clinics.

Services include private lessons, after-school programs, indoor clinics, outdoor leagues, batting cage rentals, birthday parties, summer camps, and corporate and charity events.
“It was a nightmare.”

As America’s pastime, it’s no surprise that baseball is big business in New York City. Players of all ages enjoy the sport, which keeps The Baseball Center NYC extremely busy. The facility hosts players from ages two through 92, including corporate softball players and weekend warriors. On average, approximately 1,200 children visit The Baseball Center each week.

For years, The Baseball Center managed appointments using a paper schedule with handwritten notes. The staff kept track of appointments and reservations using a spreadsheet, then printed out the daily calendars and put them into a three-ring binder, along with information on classes, packages, rentals, and their other offerings.

“It was a nightmare,” Michael Lombardi, Executive Director of The Baseball Center NYC, told us. “Even the smallest change affected every future appointment in the book. If we didn’t complete the changes immediately, problems just cascaded. This inefficiency resulted in lost revenue.”

The paper-based scheduling practice caused problems with accuracy, consistency, and efficiency. When Michael realized his staff came to work each day with feelings of trepidation about what lay ahead, he knew it was time for a change.

“Our clientele expects the white-glove treatment,” he said. “If we don’t communicate accurately 100% of the time, our system breaks down.”
Online scheduling keeps staff ahead of the curve

With 35 instructors, staff availability for lessons and coaching is constantly in flux. The Baseball Center wanted a solution that would allow their clients to inquire about availability without compromising the staff’s ability to schedule appointments at their discretion. In addition, they needed a solution that would take into account their regular clients’ weekly routines, as well as their need to market package deals for recurring appointments.

AppointmentPlus scheduling software enables The Baseball Center’s administrators to manage each instructor’s availability within the system, so that changes are immediately reflected in the main calendar. “Our business is fast and loose,” explained Michael. “We need to communicate information accurately and consistently.” Staff members no longer have to worry about changes made to the paper calendar that might not have been passed along to the instructors or clients.

“WeAppointmentPlus [scheduling software] gives us exactly what we need, when we need it.”

— Michael Lombardi
The Baseball Center NYC’s Executive Director
Fastballs aren’t the only high-speed force at The Baseball Center. Rapidly changing appointments are also the norm. With the AppointmentPlus software’s mobile apps, all instructors have access to the system via their phones, enabling them to catch last-minute changes to their schedules, no matter where they are.

Resource management is also far more streamlined now. In the past, reserving batting cages and scheduling programs like clinics and camps was chaotic and disorganized. Michael credits the AppointmentPlus system for bringing order to the process. “Our AppointmentPlus calendar is our hub in terms of arranging our program schedule and batting cages around our facility and instructor availability. We use it as a first line of defense.”

**First-class solution, top-notch support**

Client satisfaction is the top priority for The Baseball Center. And the AppointmentPlus online scheduling solution helps them meet and exceed the expectations of everyone who visits. Communication is more timely and more accurate now that the calendars are kept up to date with facility and instructor availability. “AppointmentPlus [software] starts the conversation of how we can best accommodate our clientele requests.”

A nice additional benefit to The Baseball Center of using the AppointmentPlus system has been its reporting capabilities. Using the reporting function, The Baseball Center can track the facility’s usage, as well as customer loyalty. Tracking no-shows and appointment history has helped them to predict client behavior, and also assists with payroll tasks.
One of The Baseball Center’s favorite features is the Packages report, which shows them how many packages were booked during a given time period, or by instructor. Access to this data allows management to gain insight into overall sales, and enables their sales team to be proactive with their clients by crafting programs that will best meet their needs.

The final score? The Baseball Center NYC recommends AppointmentPlus appointment scheduling software for its efficiency, consistency, and “getting it right the first time.”