Appointment-Plus Case Study: Personal Training

Finn Fitness & Wellness
Client 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 Challenge and Problem

Prior to using Appointment-Plus, owner Michael 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.

The Discovery

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, 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.

The Solution and Implementation

A fellow personal training practitioner highly recommended Appointment-Plus to Finn based on its superior scheduling processes, as well as the simple navigation from Web site to the scheduling page. 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.
The 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%. 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 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. Finn also offers fitness packages and accepts and processes payments through Appointment-Plus. Overall, Appointment-Plus has made scheduling sessions “incredibly more convenient” for Finn Fitness & Wellness.

Appointment-Plus (www.appointment-plus.com) is the worldwide expert in online scheduling solutions and creator of the scheduling industry’s most flexible and feature-rich software program. Servicing over 100 different industries in 16 countries throughout the globe, it’s the premier Web-based booking application for growing businesses, enterprises, higher education, government and logistics. With over 15 million end-users and 75 million appointments booked since its inception in 2001, Appointment-Plus is one of the fastest growing cloud-based services in the world. Headquartered in Scottsdale, Ariz., organizations ranging in size from Fortune 500 companies to small businesses use Appointment-Plus to book an average of 2.5 million appointments monthly.