Appointment-Plus Case Study: Tutoring

Mathnasium of Ithaca
**Client Profile**

Mathnasium of Ithaca (N.Y.) provides hour-long, one-on-one mathematics instruction to children of all ages and skill levels. Owner Ewan Barr and his team of four instructors offer general instruction, PSAT and SAT prep, assessments, and its Enrichment Program designed specifically for 5th and 6th grade students.

**The Challenge**

Given the busy lives of today’s families and parents, Mathnasium of Ithaca is committed to making its service easy for these groups and individuals to schedule. Additionally, as owner and center director, Mr. Barr is responsible for the day-to-day responsibilities and administration. Automating certain processes allow him to focus less time on tedious tasks and more time on his business.

**The Problem**

Mr. Barr manages his student appointments manually, which requires him to answer the frequent phone calls from parents looking to book appointment for their children. Mathnasium of Ithaca also accepts in-person appointments. The appointments are recorded and maintained in a Microsoft Outlook Calendar. In both scenarios, Mr. Barr must take time to check his calendar for availability and confirm the scheduled date with the scheduling parent before it’s entered. This is time-consuming, as the process can go “back and forth” as both Barr and the parent each check their calendars for available days and times. The Outlook Calendar utilized also lacks the functionality for Barr to better manage his instructors and their upcoming schedules, as he’s unable to view all schedules simultaneously or quickly glance at their future appointments. Additionally, this process is not convenient for today’s parent, as many simply do not have the time to make, cancel or change an appointment during normal business hours.
The Discovery

Mr. Barr had previously heard about online scheduling software and the benefits it provides. A fellow Mathnasium owner referred him to Appointment-Plus.

The Solution

Appointment-Plus was the solution Mr. Barr sought for improving customer service and allowing him to run his business more efficiently. The online scheduling software allows families and parents to view availability and book their appointments online, without having to pick up the phone or book in-person. This, in turn, dramatically reduces the number of phone calls from individuals looking to book, thereby freeing up time that Mr. Barr can now spend on more pressing and important tasks.

The Implementation

Following his initial trial signup of Appointment-Plus, Mr. Barr participated in a coaching session to learn about the functionality and features of the system and to begin customizing his scheduler to meet his specific needs. The leader instructor at Mathnasium of Ithaca also has access to the administrative end of Appointment-Plus and learned quickly how to utilize the software. Mr. Barr placed a “Book Now” button on his Web site for both current and new customers to schedule an appointment. Additionally, he added a link on his Facebook business page that takes visitors to a landing page that also has the “Book Now” button. Mr. Barr says several families scheduled their first appointment in this manner.
The Results

Great customer service and a more efficient operation are two themes now associated with Mathnasium of Ithaca. Mr. Barr says he saves over two hours per day by allowing his customers to self-schedule their own appointments, which frees him for more pressing responsibilities. This equates to indirect cost savings, courtesy of Appointment-Plus. His customers are also pleased that they can now book their appointments quickly and conveniently online, as well as give them the flexibility to instantly cancel or reschedule their children’s sessions, if needed. Mr. Barr adds that the e-mail reminders sent prior to each appointment are also appreciated by his customers and helps decrease the likelihood of missed appointments. “Using appointment plus has freed me up from time-consuming manual scheduling,” says Mr. Barr. “Clients love the flexibility to book multiple appointments in advance from the comfort of their own computer.”

Appointment-Plus (www.appointment-plus) 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.