



# Improve Operations by Delivering Web-based Customer Convenience

June 12, 2008



# Speakers

## Featured Speakers:

- Ronni Marshak, Senior VP and Senior Consultant, Patricia Seybold Group
- Bryan Engblom, General Manager, Ritz Camera Proex Studios

## Moderator:

- Ed Mallen, CEO, TimeTrade Systems

# Agenda

- Housekeeping
  - Slides available after the presentation at:  
[www.timetrade.com/Resources](http://www.timetrade.com/Resources)
- Customer Convenience is Good Business
- Updating an Existing Appointment System to Enhance the Customer Experience
- Drive Revenue and Loyalty with Web-based Scheduling
- Conclusions and Q&A



# Customer Convenience Is Just Plain Good Business!

Presented by Ronni Marshak, Sr VP and Sr Consultant

June 12, 2008



# Customer Acquisition Is Expensive

- 80% of your sales come from 20% of your customers.
- Acquiring new customers can cost five times more than **satisfying** and retaining current customers.
- A 2% increase in customer retention has the same effect on profits as cutting costs by 10%.

Source: "Leading on the Edge of Chaos", Emmett C. Murphy and Mark A. Murphy



# Customer Acquisition Is Expensive

- The average company loses 10% of its customers each year.
- A 5% reduction in customer defection rate can increase profits by 25-125%, depending on the industry.
- The customer profitability rate tends to increase over the life of a retained customer.

Source: "Leading on the Edge of Chaos", Emmett C. Murphy and Mark A. Murphy



# Customers Are Fickle

- Unlimited choices via the Internet
- Electronic transfer of relevant information
- What keeps customers loyal:
  - Good products
  - Good prices
  - Good customer experience!
- 80% of companies believe they deliver a superior customer experience; only 8% of their customers agree. Bane and Company

# Dissatisfied Customers Will Leave You in a Heartbeat

- Poor customer service causes nearly half of consumers in the United States and United Kingdom to switch at least one service provider each year. Accenture
- For every one customer that complains there are at least 25 who do not.
- A satisfied customer tells 5 people; a dissatisfied customer tells 20. Using online forums, dissatisfied customers can now tell thousands at once.
- 91% of dissatisfied customers never purchase goods or services from the company again.

# What Keeps Customers Satisfied?

- Knowledgeable and Available Staff
- Friendly People
- Good Value
- **Convenience**
- A Fast Finish



"Convenience" now contributes 18% to product and service adoption, loyalty, and profitability.

The WiseMarketeer

# Make It *Convenient* to Do Business with You

- Self-Service is key
  - Shopping
    - Product Research
    - Ordering
  - Customer service
- Self-service is becoming a standard way of dealing with customers.
- Some firms achieve ROI of nearly 1,000 percent by implementing self-service offerings Nucleus Research on the Web.
- Missing in most self-service convenience offerings is making it convenient to negotiate **time!**



# Time Is a Precious Resource

- It is Perishable
- It Cannot be Replaced
- Time is Money!
  - People
  - Space
  - Equipment
- There is Never Enough of It



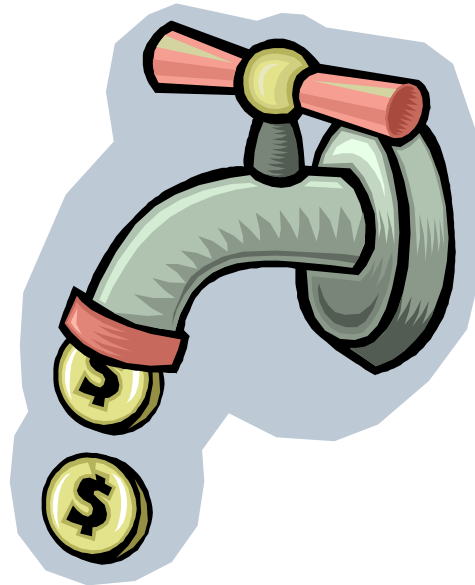
# The Time Negotiation Game: Wasting Time Scheduling Time

- First move:
  - you call (or email) asking for or offering an appointment...
- Second move:
  - the provider/client responds asking when you are available...
- Third move:
  - you respond with some available times...
- Fourth move:
  - Provider/client suggests a time that works for both of you...
- Fifth move:
  - you accept the time...then have to renegotiate and start all over again!



# Money Down the Drain

- When the product that you sell is Time, the time negotiation game is very expensive!



# Making a Schedule Work for You

- The Service Provider/Professional Scenario:

**“I want a steady stream of clients to fill my work schedule without having to spend a lot of time filling the schedule.”**

# Making a Schedule Work for You

- The Resource Provider Scenario:

**“I want to maximize the billable use of my resources without wasting a lot of time and effort on scheduling.”**

# Making a Schedule Work for You

- The Professional/Resource Team Scenario:

**“I want to schedule the right people, right equipment, and right location for the customer quickly and easily, based on situation requirements.”**

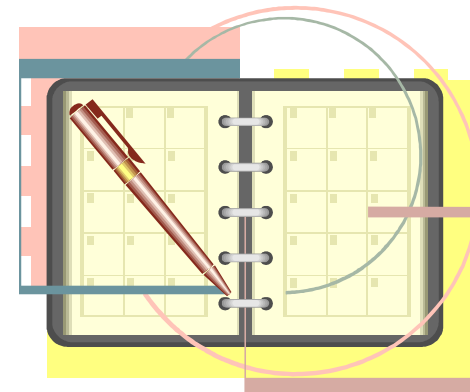
# Making a Schedule Work for You

- MOST IMPORTANT! The Customer Scenario:

**“I want to schedule an appointment quickly, at my convenience (e.g., at midnight), for a convenient time for me.”**

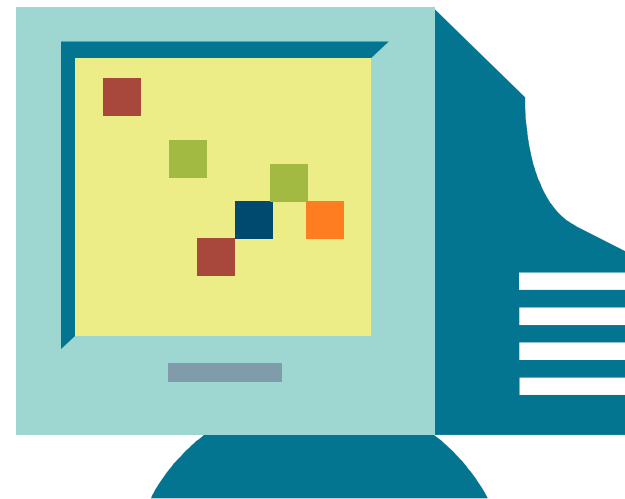
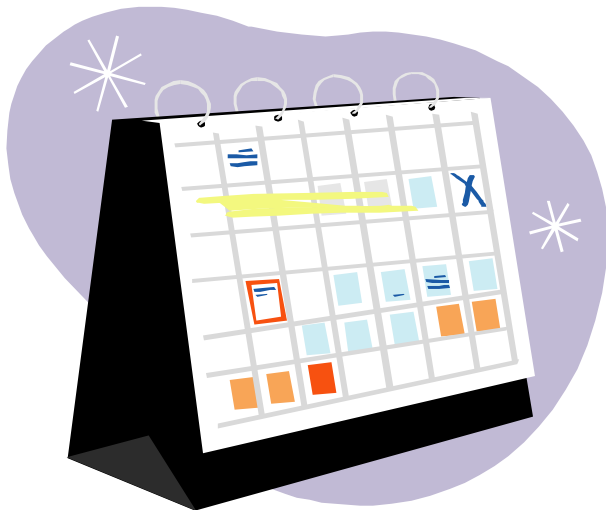
# Making Scheduling Information Transparent to All Parties

- Living by and for the Schedule
  - Accurate
  - Up-to-date
  - Always available
  - Both your own schedule and schedules of colleagues/resources



# Making Scheduling Information Transparent to All Parties

- Making Schedules Visible
  - To colleagues
  - To administrators
  - To CUSTOMERS



# The Consequences of Losing the Time Negotiation Game

- Lost opportunity
- Money down the drain
- Severely compromised customer relationships!



# The Key to Winning the Game?

- Offer customer convenience via self-service
- Value the precious resource of time
- Understand the scenarios of service providers, resource providers, and customers
- Provide transparent access to scheduling information
- Make it EASY for everyone to play – and to get what they want!





# Updating an Existing Appointment System to Enhance the Customer Experience

Presented by Bryan Engblom, General Manager

June 12, 2008





Proex Photo & Portrait operates 20 portrait studios in the Twin Cities since 1987.

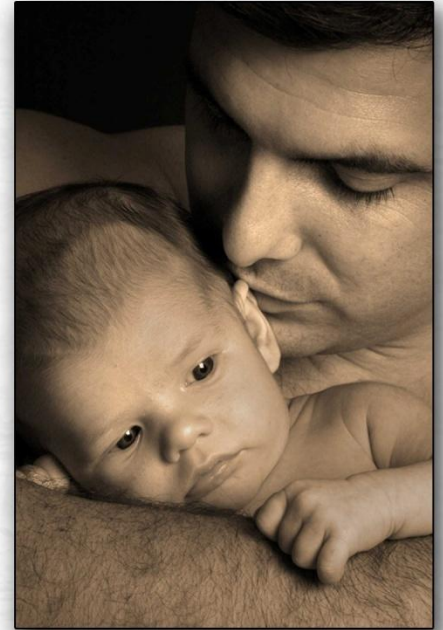
Proex joined the Ritz Camera family in 2001.



# Full Service Portrait Studios, Specializing in:



- Children
- Families
- Graduation
- Pets
- Weddings
- Sports & Events



# We are Committed to:

Building lasting relationships in a knowledgeable, professional environment with respect and dedication to exceptional quality and service...

Complete with a smile!



# Objective: Replace Existing Appointment Scheduler

- Linux / Text based
- Long learning curve
- Extensive support & maintenance
- Limited customization
- Schedule updates were not available until next day
- Off-site call center required separate module

```
How many people are to be photographed at this sitting?      1
How many people are under five years old?                    0

We currently have time scheduled to photograph the 1
people together/person alone. Are you planning any clothing
changes, anyone photographed separately, any different
groupings of people or any additional shots?                N
Each extra group is $7 and provides 3 extra shots. How many
extra groupings do we need to reserve time for?              0
Your appointment will require 0 minutes.
```

# Customer Experience Objectives



- Associate focus on rapport
- Decrease call center call times and abandon rates
- Increase ability to capture customer info
- Provide more information to help customer prepare for portrait session



# Requirements for New System

- Manage multiple resources at each store
  - *Multiple camera rooms*
  - *Location photography*
- Appointment availability can be adjusted in real time
  - *Camera rooms & times opened or closed based on volume*
- Schedule multiple appointment types
  - *High school seniors, pets, business portraits, etc.*
  - *Allows better control of appointment duration*
  - *Allows tracking of category-specific information*



# Requirements for New System

- View and schedule appointments at other locations
  - *Customer can easily be scheduled at a nearby location if no times are available*
- Output daily schedule summary and individual customer appointment information sheets
- Seamless integration with call center



# Requirements for New System

- Web based
  - *Easily accessible*
  - *GUI interface*
- Flexibility
  - *Ability to easily expand to other markets*
  - *Customize and evolve with our business*
- Reporting
  - *Appointment-specific data collection*
- Implementation
  - *Quick and Easy*



# Requirements for New System

- User friendly
  - *Shorter learning curve*
  - *Shorter call times*
- Enhanced customer experience
  - *Less time keying data*
  - *More time creating rapport*
  - *Customer better prepared for portrait session*



# Why TimeTrade?

- Features
- Track record
- Extensive support
- Minimal maintenance
- Value



## Enhanced Customer Experience

- Associate learning curve reduced from weeks to days
  - *User friendly web-based interface allows fast, easy training*
    - *"...This is so much easier, it's like shopping online!"*
- Appointment confirmation and reminder email system
  - *Decreased no-show rate*
  - *E-mail confirmation includes tips for customer to better prepare for portrait session*



# Improved Administration

- Web based system allows remote access of schedules, reports and real time updates
- System updates went from as long as overnight to a couple of minutes
- No IT support required for support and maintenance



# Call Center Benefits & Results



3<sup>rd</sup> party call center was replaced with internal call center during the same time period TimeTrade was installed. Those changes resulted in:

- Measurable decrease in call length
  - *Associates are able to spend more time developing rapport, less time keying data and still shorten call time*
- Significant decrease in hold times
  - *Hold times decreased by nearly 50%*
- Significant reduction in call abandon rate
  - *Call abandon rate was reduced from 4% to .5%*
  - *Reduced abandon rate contributed to retaining tens of thousands of dollars in recovered revenue during peak times*
- Integrated confirmation system
  - *Allows operators to call and confirm appointments*



# Transition Summary

- What we didn't want:
  - *"Please bear with me, we've got a new system..."*
- What we got:
  - *"I can now send you an email confirmation with tips to help you prepare for your portrait session..."*



# Drive Revenue and Loyalty with Web-based Scheduling

Presented by Ed Mallen, Chief Executive Officer

June 12, 2008



# About TimeTrade

- The leading provider of appointment scheduling solutions to large and mid-size organizations
- Founded in 2000
- Appointment scheduling sole focus

- We offer...

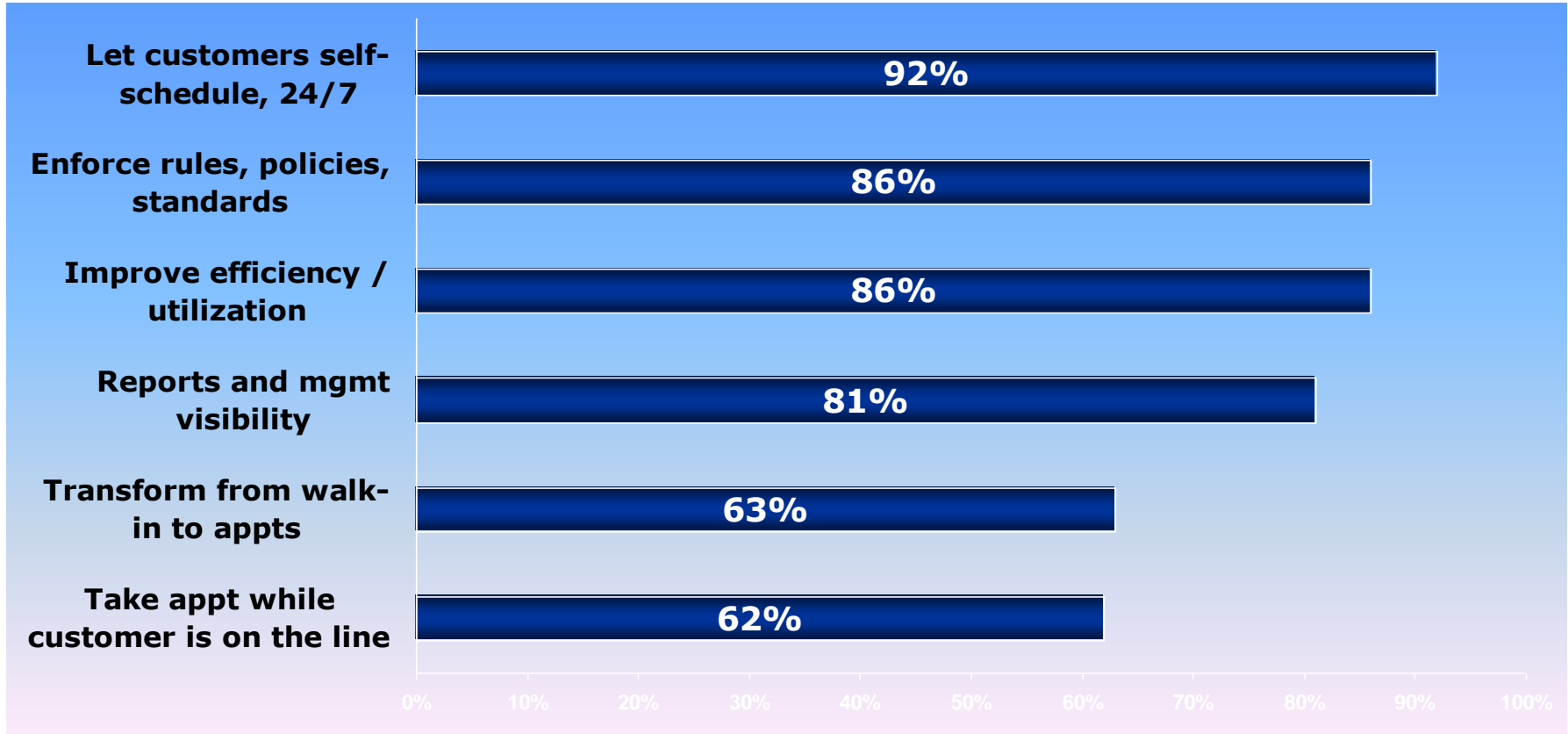
- Turnkey solutions that are quick to implement
- Extensive customizations based on an extensible architecture
- Embeddable solutions that can be integrated with other systems using a Services-Oriented Architecture

*“Organizations (large and small) and individual professionals or service providers who spend too much time playing the time negotiation game, will find the TimeTrade offers attractive .”*

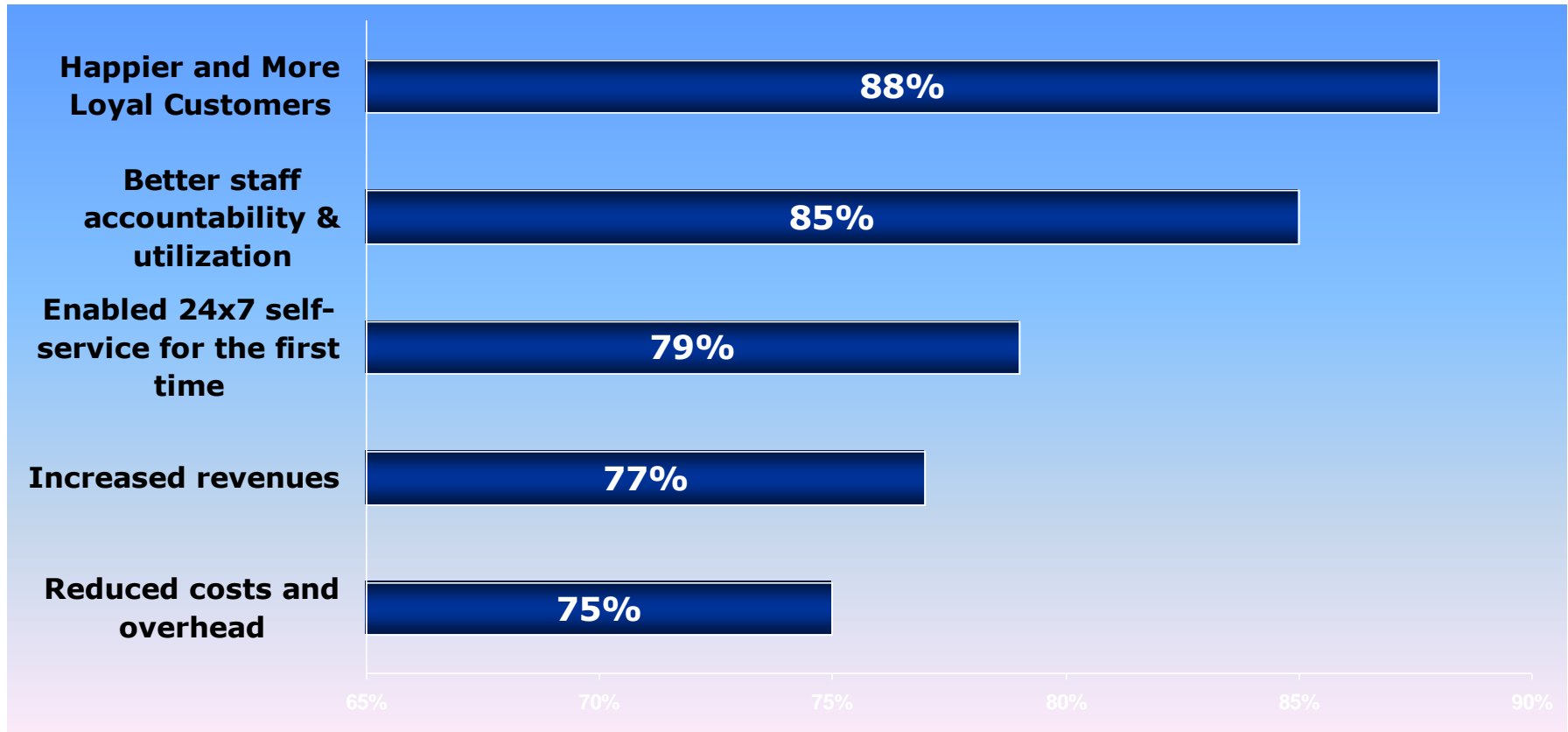


**Patricia Seybold Group**  
Strategic Consultants & Thought Leaders

# Top Six Reasons Customers Implement TimeTrade



# Top Five Benefits to Implementing TimeTrade



# More Than 200 Million Appointments Scheduled by TimeTrade Customers

- **In:**

- **Retail**—Best Buy, David's Bridal, Janovic, Lowe's, Petco, Ritz Camera Proex Studios
- **Healthcare**—BlueCross BlueShield, Matria Healthcare, Mayo Clinic, Sonora Quest
- **Government/Public Sector**—Homeland Security, US Navy, NY Department of State, NJ MVC

- **And in Other Industries, including:**

- Commercial – business services, financial services, high tech
- Higher Education

# Questions and Closing Remarks

We welcome your questions.

**Presentation will be available for download at:**

[www.timetrade.com/Resources](http://www.timetrade.com/Resources)



Thank you for joining us.

June 12, 2008

