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## **TimeTrade Survey Reveals the Top Five Reasons to Implement Web-Based Appointment Scheduling**

*Key Drivers Include Enabling 24x7 Self-Service Scheduling and Moving from a Walk-In Model to an Appointment-Driven Model for Service Delivery*

**Bedford, MA, August 14, 2007** – TimeTrade Systems, the leader in transaction-based appointment scheduling, today announced the results of a survey that highlighted the reasons organizations, who depend on volume appointments to generate revenue, implemented Web-based, 24x7 self-service scheduling.

Survey respondents from retail, healthcare, education, and professional services cited the top five motivators driving their decision to improve the appointment scheduling process and increase efficiencies with TimeTrade's on-demand solutions:

1. To enable customers to self-schedule appointments via the Web any time of day
2. To drive more efficient allocation of staff and facility resources
3. To enforce business rules and standards through a centrally-managed system
4. To transform operations from a walk-in model to one that is appointment driven
5. To enable call center and customer service agents to take appointments while speaking with their customers

"The first step in winning over customers for multi-location organizations, from pet retailers to healthcare diagnostic facilities, is efficiently scheduling the appointment and lining up the right resources," said Ed Mallen, CEO of TimeTrade Systems. "Managing appointments can be a logistical nightmare and lead to frustration, long wait times and lost sales. Self-service or assisted-service scheduling drives more appointments and enables call-to-action opportunities for additional marketing. Sales increase, administrative costs reduce and management has a clear view on utilization of resources. And as this survey reveals, the end result is more loyal customers."

The survey also identified the business benefits organizations have derived from implementing TimeTrade's Web-based appointment scheduling solutions:

- 88 percent reported happier and more loyal customers
- 85 percent achieved better staff accountability and utilization of resources
- 79 percent enabled 24x7 self-service scheduling for the first time
- 77 percent increased revenues
- 75 percent reduced costs and administrative overhead

In 2007, more than 40 million appointments will be scheduled and \$1.4 billion in revenue generated using TimeTrade, with customer successes driven by the ability to be more flexible and nimble in streamlining business relationships. TimeTrade, which is purely

on-demand either hosted by TimeTrade or the customer, scales easily to handle the largest applications. For example, a multi-billion dollar medical diagnostic testing company schedules tests performed across 1,700 clinical locations and a leader in retail portrait photography is able to schedule appointments across 1,000 studio locations, all with a single system.

TimeTrade brings together providers and consumers of appointments. The system not only manages and accounts for an organization's precious "time inventory" but allows for a high level of rules customization and comprehensive back-end systems integration to ensure end-to-end resource allocation, and assist in business transactions.

### **About TimeTrade Systems**

TimeTrade Systems is the leading provider of transaction-based appointment scheduling. Privately held, the company's more than 200 customers comprise some of the largest brand names in financial services, retail and healthcare, as well as a strong presence in the education and government sectors. Customers include David's Bridal, HQ/Regus Business Centers, Quest Diagnostics, PETCO, Department of Homeland Security and NJ Motor Vehicle Commission. TimeTrade can be reached at [www.timetrade.com](http://www.timetrade.com).

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