



Contact:
Meghan Rozanski
CHEN PR, Inc.
781-672-3128
mrozanski@chenpr.com

Learn How to Improve Operations and Drive Sales with Web-Based Customer Scheduling

TimeTrade System's Upcoming Webcast Features Ritz Camera and Patricia Seybold Group

Bedford, MA, June 5, 2008 – [TimeTrade Systems](#), the leader in self-service appointment scheduling, today announced it will host a complimentary Webcast on June 12 entitled *"Improve Operations by Delivering Web-based Customer Convenience."* The session will feature Bryan Engblom, General Manager for [Ritz Camera](#) Proex Studios and Ronni Marshak, Senior Vice President and Consultant for [Patricia Seybold Group](#).

Ritz Camera is a leader in portrait and photo processing services and Engblom manages 21 Proex Studios, delivering both in-studio and on location services. Engblom will offer commentary on how the company improved customer service, loyalty and retention and drove sales with Web-based customer scheduling.

Patricia Seybold Group is a leading analyst firm in developing strategies for improving the customer experience. It offers advice to clients in business and technology as well as best practices. Ronni Marshak has over 20 years of experience advising companies and will share her expertise on the latest trends in identifying areas for, and improving, customer convenience.

"If you make it easier for a customer to do business with you, the benefits to the business are readily recognizable and easily identified," said Ed Mallen, CEO of TimeTrade Systems. "In this highly competitive marketplace – especially in retail, banking and financial services – anything an organization can do to improve their operations while driving sales can represent a huge gain. If a customer finds it difficult to make time with you – from a photo session to dog grooming or retirement planning – it's very easy for them to go elsewhere. Self-service or assisted-service scheduling sends a message to customers that their time is as valuable, or more valuable, than yours and that you want to be their vendor of choice. Leveraging Web technologies, such as TimeTrade's, is an immediate solution to these business challenges and opportunities."

Attendees at the free June 12 Webcast will receive complimentary copies of a Patricia Seybold whitepaper highlighting on-demand customer scheduling.

WHO: Ronni Marshak, Senior Vice President and Consultant, Patricia Seybold Group;
Bryan Engblom, General Manager Ritz Camera, Proex Studios;
Ed Mallen, President & CEO, TimeTrade Systems

WHAT: Webcast: "Improve Operations by Delivering Web-based Customer Convenience"

WHEN: Thursday, June 12, 1pm ET/10am PT

WHERE: To register, please visit:
<http://w.on24.com/r.htm?e=111631&s=1&k=79E9F0539AC19B2C38BE4A7236760BA6&partnerref=4>

About TimeTrade Systems

TimeTrade Systems is the leading provider of self-service appointment scheduling for large enterprises and for individuals. More than 160 million appointments have been scheduled through TimeTrade. The privately held company's enterprise customers comprise some of the biggest names in financial services, retail, healthcare, government agencies and education. Enterprise customers include Charles Schwab, PETCO, Blue Cross Blue Shield, Department of Homeland Security and Harvard University. The company recently introduced TimeDriver, a personal appointment scheduling solution. TimeTrade Systems can be reached at www.timetrade.com and information on TimeDriver at www.timedriver.com.

###