

An Appointment Scheduling Platform Guide

How to choose the one that works for you
now and as your business grows

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Online appointment booking is becoming a must-have for all service-based businesses across the globe. There are many options on the market and it can become quite a headache to decide which one will best suit your specific needs. This book is meant to help small business and clinic owners understand the important aspects to consider when making this choice. This is a very important decision because your appointments and clients are at the heart of your business, and making the wrong decision today could haunt you for years to come! That's why it is so important to be well informed and to make sure you choose the right platform for your needs.

Why should you care about what I have to say?

Because I learned the hard way. Not in school, not in books, not by listening to speakers, but by talking to real people working in different fields. And most importantly, by being told no (or "humm, it's interesting") multiple times.

“

**Wisdom is not a product
of schooling but of the lifelong
attempt to acquire it.**

- Albert Einstein

”

Years ago, back in 2013, after launching GOrendezvous and getting our first clients up and running (and happy!), we felt on top of the world! That's when my cofounder and I began going to professional conventions thinking: "Everybody will want this!", or so we thought. Oh boy, did we hit a wall! Don't get me wrong, it wasn't that bad in retrospect. We did get new and loyal customers and they were happy with our product. But it was way below the thousands of customers (yes, we are dreamers) we were hoping for.

We did get something in return for our efforts: knowledge. Even if many people did not want our product at the time, they gave us something very valuable: their time and their honest feedback. They told us why they felt they could not use our product. They all had their way of scheduling appointments to keep their days optimal. For example, chiropractors need to allow multiple bookings at the same time, while acupuncturists want to see more than one client at a time every 15 or 30 minutes, but only on days when they have two or more rooms available.

They all had different and specific needs. On top of that, they often worked in the same clinic and needed a system that adapts to the different professions. For years, we took notes, improved our product, showed it again, rinse and repeat.

So, after 6 years and thousands of conversations later, I feel I'm at a stage where it's time to give back, to share the knowledge I've learned while analyzing and solving problems for our clients.

We will cover 3 main topics:

1. Why Use an Online Appointment Booking Platform
2. How to Make it Work for You (What You Need, Depending on Your Profession)
3. How to Avoid New Problems Created Through Online Booking

Chapter 1: Why You Should Use an Online Appointment Platform

1. TO SAVE TIME

First, did you ever consider how much time you lose scheduling appointments? The few minutes here and there on the phone, listening to voicemails, returning calls, calling clients to remind them of their upcoming appointment, etc.

Taken one at a time, they all take but a few minutes. But if you add them up, they can quickly add up to thirty minutes to one hour every day! That alone can be the difference between getting back to your family in time for dinner every night, or having your 3 year-old ask your spouse: “Who is that stranger in the kitchen?” on a Saturday morning.

Time is so valuable, you should spend it where it counts: with your family, growing your business, or enjoying life. I’m sure you noticed I did NOT mention calling each client to remind them of their appointment. That’s because we now have automated scheduling platforms for that!

“

**My favorite things in life
don’t cost any money.
It’s really clear that the most
precious resource
we all have is time.**

- Steve Jobs

”

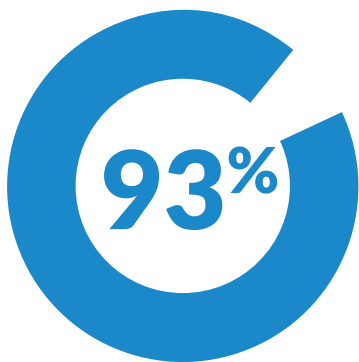
Scheduling platforms (the good ones of course) have come a long way in the past few years. They can do a whole lot more than just let your clients book their own appointments. They can send appointment reminders asking clients to confirm their presence, replace cancellations by inviting clients on your waiting list, send insurance receipts, collect payments, track your revenue, manage waivers, gather client notes, and so much more. For businesses with multiple professionals, they help colleagues collaborate and manage shared rooms and equipment availability.

To better understand the impact an appointment booking platform can bring, I made some calculations to estimate how much time could be saved by different professionals every month. To do so, I estimated the number of minutes per appointment related tasks.

We discovered that most professionals usually spend an average of 7 minutes and 23 seconds per client appointment. Using a scheduling platform, many tasks can be automated and made available as self-service to clients and help save over half the time! Of course, not all clients will use the self-service

options. In the Table 1, the «Frequency» column shows the percentage of the time the event occurs. The «self-service or automated %» column shows the percentage of the time our platform or the client acted without the intervention of the professional.

	Time per Appointment	Frequency	Self-Service or Automated %
Before the Appointment			
A new client books an appointment You need to take all important information over the phone, and find availability that satisfies the client	5 minutes	7%	93%
An existing client books an appointment	3 minutes	93%	21%
A client cancels or reschedules	2 minutes	13%	41%
Calling client to remind them of their appointment	1 minute	100%	80%
At the End of the Appointment			
Taking the client's payment, writing their insurance receipt	3 minutes	100%	80%

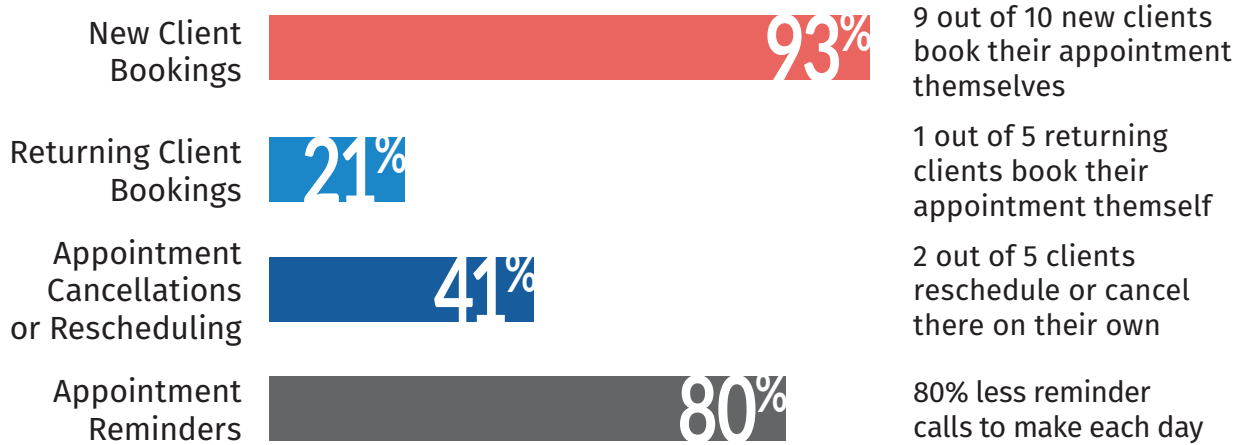


of **new clients** book their appointment **themselves**

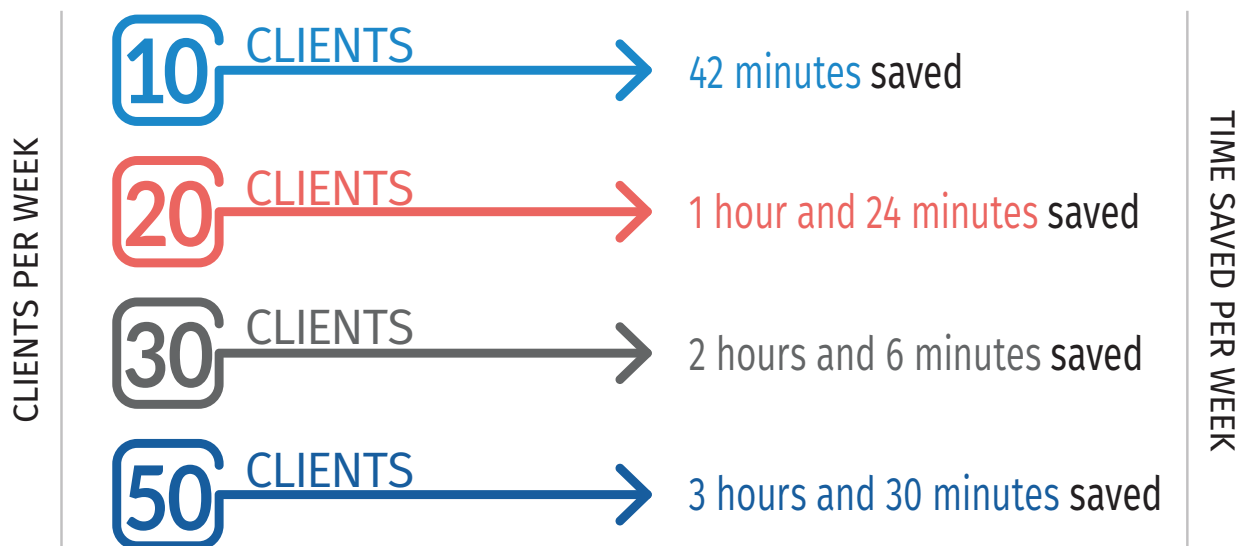


of **reminders** are **acted upon** with a **confirmation ratio of 61%**

Appointment Management Tasks With Self-service and Automation Savings



Average **savings of 4 minutes and 11 seconds** per appointment



The numbers above do not even take into consideration the time you'll save with automatic revenue reports and improved collaboration with your colleagues.

In the end, the goal is not to replace your receptionist or avoid talking to your clients. On the contrary, by automating repetitive and annoying tasks, you'll have more time for your clients while working less hours.

2. TO GROW YOUR BUSINESS OR PRACTICE

Growing a business looks easy from a distance. But trust me, it's not. All businesses face difficulties. It's either growing too slow or too fast. Too fast is great, but it also brings challenges a whole lot faster. Let's take a look at two scenarios you might be experiencing.

If your business is not growing fast enough, what can you do?

First you need to identify what is holding you back. Do you have difficulties attracting new clients or is the problem hiring good employees?

SCENARIO #1 - TOO SLOW: ATTRACTING NEW CLIENTS

There are many options and the good news is that they won't cost you too much money. First, you need to get yourself out there, on "the internet".

Facebook is a great start and it's fairly easy. You just need to create a business page (it takes less than 30 minutes) and start sharing it with your friends. Then, ask them to share it with their friends. Yes, don't be shy to ask your friends and network for help. They love you and will be happy to help. This networking strategy can be very effective to get your first clients. And because they are probably friends of friends, a good amount of trust is already established, which is half the battle. Don't forget to add pictures to your page and describe your services with passion. You could also do a quick "live" video to introduce yourself, your mission and services. People LOVE videos!

Once you've "mastered" Facebook, you can look into Instagram, especially if you are in the beauty industry. A lot of people are leaving big hair salons to start their own thing because they can quickly get new clients simply by posting lots of pictures of their work.

Once you have a bunch of followers on Facebook and Instagram all excited about your services, don't leave them hanging. A phone number or email address simply won't cut it. They want to book an appointment now, at 10:37 PM. This is why you need an online appointment solution. Good news, appointment booking platforms (even free ones!) can add this directly to your Facebook page very easily.

Next, you'll need a website. Nowadays, you can get a pretty good one at a low cost. Some appointment booking platforms will even provide you with a free page that will get you in Google search results quickly.

SCENARIO #2 - KEEPING UP WITH FAST GROWTH

If on the other hand, your business is growing too fast, you may find it difficult to keep up the pace! You may have started using spreadsheets for employee schedules, Google Agenda to manage your appointments and other spreadsheets to track your revenue. As you hire more employees, this becomes very hectic. We know, we went through it too.

When your business grows, your mindset has to grow with it. Bigger businesses use big sophisticated tools that can be expensive. But how and when do you even "become big?" Well, it usually happens without you noticing it.

The problem with entrepreneurs is that their mindset does not grow as fast as the business, and it's perfectly okay. At one point, we just need to realize it and adjust ourselves step by step.

When you start a business, you have a lot of expenses and only a small amount of revenue. So a 30\$ a month service could seem expensive. But as you grow, 30\$ or even 100\$ will start to look like pocket change compared to what it can make you save in time, time you can spend hiring more great people like you to get to the next level. So you need to start replacing Google Agenda with professional appointment booking platforms and spreadsheets with professional accounting software. If you want to play (and compete!) with the big dogs, you need the right tools.

“
**Growing pains should
be a little awkward.
If you're not uncomfortable,
you're not trying
hard enough.**
- Sal Cincotta
”

3. IT'S WHAT CLIENTS WANT

Our very first client had told us she would try our product to give us feedback to be nice, but that she was happy to “stick with paper.” She obviously was not a tech-savvy person! But after using the app for only one month, she threw out her paper agenda. Why? She fell in love! Ok, I might be using the term loosely, but it did change her life (her words not mine), and she did not see it coming. After a year or so, barely any clients were calling to schedule appointments. Why? Because they preferred booking online.

When booking an appointment, people often need to consult their agenda, their spouse's and even their kids' agenda to know when they are really available. So it is much easier for them to do it at home in the evening.

Our own statistics show that 39% of appointments booked directly by clients are booked outside normal business hours, when you're probably closed (or should be!).

Second, clients like to choose the “best time” for them. You don't want to give them 10 options over the phone or even in person. Online, they see all the available options at a glance (you can still hide some don't worry!) and they get to pick their preferred time.

Third, it's 2019. Clients expect more flexibility and the possibility to act instantaneously at any time and directly on their phone. They already book multiple services online, they buy stuff on amazon, they book hotels, etc. They had a first taste, they got used to it and now they expect it.

Chapter 2: How to Make an Appointment Management Platform Work for You (What You Need, Depending on Your Profession)

There are many things to consider when going digital.

Here are the important things you will probably need depending on your field of activity. I will also explain, in detail, why some of them are so important.

HEALTH CLINICS	WELLNESS CENTERS
<ul style="list-style-type: none"> 2-way reminders Ratings and reviews Insurance receipts Electronic client files Employee management Room management Waivers Waiting list 	<ul style="list-style-type: none"> Ratings and reviews Online payments and POS Room management Insurance receipts Employee management Equipment management Client Tagging and Banning Tips
BEAUTY BUSINESSES	GYMS AND FITNESS CLASSES
<ul style="list-style-type: none"> Ratings and reviews Online payments and POS Facebook appointment booking Employee management Client Tagging Tips 	<ul style="list-style-type: none"> Class booking Employee management Ratings and reviews Online payments and POS Prepaid class passes Waivers Client Tagging

Before we dive into specific features (to explain when and why they are important to you), I want to talk about some specific and common scenarios that can be show stoppers for many booking platforms. I'll mention some professions as examples, but this could apply to others as well.

HERE IS WHAT MANY ACUPUNCTURISTS NEED: CONTROLLED DOUBLE-BOOKING

When seeing returning clients for a follow-up, most acupuncturists can see multiple clients at the same

time, if they have multiple rooms to treat their patients.

For example, a first client could be scheduled at 9:00am and a second one at 9:30am, giving the practitioner 30 minutes to welcome the first client and set up the needles before receiving the second one. It can become quite challenging for an online booking platform to allow this only for follow-up treatments while making sure no double booking is possible when seeing new clients.

That is why this cannot be done with most booking platforms, and why many professionals with advanced scheduling needs decide to give up on the idea of offering online appointment booking. We know that because we've been told no many times when we first started, and before we added this option!

CHIROPRACTORS ALSO HAVE DOUBLE-BOOKING NEEDS

In their case, they sometimes want to see multiple patients at exactly the same time. They don't actually treat them at the same time but since some treatments, like adjustments, can be done in 5 minutes or less by experienced chiropractors, they can treat 3 or more patients within fifteen minutes. But they don't want to tell their patients to arrive at 9:05AM or 9:10AM, they want to schedule a few at 9:00AM, then others at 9:15AM and so on. This way, if one patient is late, it doesn't mess up the schedule.

But because the appointments are scheduled every 15 minutes, they also want to have the possibility to not show all the availabilities online. They never want to appear empty (even when they are!) because it does not "look" good.

They also need the platform to allow automatic clustered booking in order to avoid having holes in their schedule.

A SCENARIO FOR HAIRSTYLISTS

Take a hairstylist that offers haircuts and coloring. The appointment might look like this:

- 30 minutes to apply the color
- 60 minutes (or more) under the dryer
- 45 minutes for the cut and styling

While the client is under the dryer, they could accept one or even two clients. This is another key feature to look for in a booking platform.

HOW ABOUT MULTIDISCIPLINARY CLINICS?

This is where your problems intensify. If you work in a clinic where there are chiropractors, acupuncturists, massage therapists, kinesiologists, physiotherapists, psychologists, etc., you'll still want only one booking platform. So it needs to be able to handle the needs of everyone.

And since physical activity is so important to your patients' health, you might also want to offer exercise classes to have a global health offering. Should you want this, you'll need a scheduling platform to also manage classes. You better think about this option now to avoid serious headaches and extra costs later on!

The following sections will present important features that can be a key element to your success when using an appointment booking platform. Some can seem less important to you right now, depending on your profession and clientele, but be sure to understand all the implications before passing out on them. Remember, choosing the right platform now will be much easier than switching later!

2-WAY SMS REMINDERS

Some studies report that 30% of outpatient appointments are missed³ and 26% of them come from forgetfulness².

Those same studies also indicate that people who received phone call reminders were more likely to cancel or reschedule their appointments. On top of that, phone reminders have a successful contact rate ranging from **30% to 60%**, mainly because calls are made to landlines during business hours when people are not home.

SMS reminders, on the other hand, reach their destination 97% to 99% of the time. SMS reminders are also less intrusive than phone reminders and more appreciated by customers.

You should consider 2-way reminders, which allow your customers to confirm their presence simply by texting back. This will bring you the peace of mind, since you know your clients saw the reminder and will show up.

Obviously, reminders are mostly important when clients book at least two or more weeks in advance. Appointments booked so far in advance are the most likely to be forgotten.

The timing of appointment reminders can also have an impact on their effectiveness. It is recommended to send reminders with a maximum of 7 days prior to the appointment. They need to be sent early enough to allow clients to rearrange their schedule. If they are unable to attend, it will give them enough time to cancel or reschedule and give you enough time to find a replacement for the cancellation.

You should also send email reminders, which can convey more information like your cancellation policy, special instructions, and more.

EMPLOYEE MANAGEMENT

As your business or clinic grows, you will need to hire and manage more employees. You want to be sure your chosen platform will grow as you grow. We interviewed many of our clients to find out what triggers made them decide to use an appointment booking platform. And to our surprise, it was often the need to share their schedule and collaborate more easily. Of course, you need a platform that will allow you to control permissions for everyone, depending on their roles and responsibilities.

RATINGS AND REVIEWS

Did you know that :

- **93% of consumers read online reviews to decide if a business is good or not¹.**
- **85% of consumers trust online reviews as much as personal recommendations¹.**

We know customers want to read reviews before booking an appointment. So you'll need to find strategic ways to encourage your clients to leave reviews online.

If you wait for your clients to go to your Facebook page or other websites on their own, you will get very few reviews. People are generally well-intentioned and will say yes if you ask them to write you a review, but most of the time they will simply forget.

HOW DO YOU GET PEOPLE TO REVIEW YOUR SERVICES OR BUSINESS?

The best way to get reviews is to send an automatic email following an appointment, thanking the customer and asking for a quick review. Being able to add a review in a single click from an email (think Amazon) will bring you a bunch of them and they will come from real clients that you actually saw.

Our statistics show that 40% of clients will give a rating, and 10% will write a review with an average rating of 4.9 out of 5.

10% of 80 appointments per month can create 8 real reviews. How many do you have right now??

Of course, you might not receive a 5-star review every single time, but that is not a problem. Statistics show that less than 10% of people who read online reviews expect a 5-star rating. Having 4.8 stars could even be good, as it might add credibility. Studies show that the two most important factors are the star ratings (above 4) and the quantity of reviews.

“

We all need people
who will give us feedback.
That's how we improve.

- Bill Gates

”

If you want to learn more about this topic, [this article](#) is a good start.

INSURANCE RECEIPTS BY EMAIL

Sending your clients insurance receipts by email will save you time, money (no need to buy receipts to fill out) and you'll make your business greener by going paperless! On top of that, your clients are less likely to lose them and ask for another one later.

One important thing to look for is the option to send a whole year's worth of receipts by email in a single click. This is the kind of feature that we often ignore when shopping for an online booking platform. But when tax season comes around and your clients are calling you to send them all their receipts from the previous year, you'll be very happy to have this feature in hand!

ROOM MANAGEMENT

This is mainly important if your staff share rooms to offer services. For example, in massage therapy, it is common to have more staff than rooms. Why manage their availability manually, that's what computers are for, right? And when you enable online appointment booking, this becomes an absolute must.

CLIENT TAGGING... AND BANNING!

Have you ever ended an appointment and secretly wished you would never see that customer again? Maybe they asked for something inappropriate or you simply did not feel comfortable (or even safe!) around them.

You always have the right to say NO, or better yet, have your booking platform say no for you the next time they want to book an appointment! This is where the possibility of banning a client comes in handy. You want your booking platform to be able to handle this for you.

Banning has been a very popular request over the years, mainly by massage therapists getting inappropriate demands from clients. I was especially surprised to hear that massage therapists got them from men and women alike. But with the right platform, it's now easy to protect oneself!

“
**With great power comes
great responsibility**
- Benjamin Parker

”

You could also want to tag your other clients as “Bad Client” when they often cancel last minute, “VIP” when they are amongst your best ones or anything else you might think of. Wouldn't it be awesome if you could also assign them emojis to identify them easily on your schedule? And maybe even control which service your customers can book or when they can book their appointments based on their tags?

ELECTRONIC CLIENT FILES

If you've been taking client notes by hand for many years, we know it can be a difficult habit to change. For some people, a keyboard just slows them down too much so they should continue with paper. For people who want to go digital (or that are forced by their professional order) and benefit from easy access, collaboration and safekeeping, then you will need to decide on a few things:

- Do you want client files fully integrated with your appointment booking?
- Do you want simple file keeping customized to your needs?
- Do you want specialized file keeping tailor-made for your profession?

Integrated client files bring you usage simplicity, which means fewer things to learn + lower costs. You should still make sure they are robust and customizable enough to cover your needs. Going with the tailor-made to your profession way can be comforting, since they were probably created by someone like you, who knows the profession. But you need to be careful and to make sure they fit your work habits. You may not want to do everything the same way than others! People develop their own ways of doing things and software should adapt to them, not the other way around.

WAITING LIST : A SMART ONE THAT CAN REPLACE CANCELLATIONS!

Having a waiting list is mainly useful if and when you have many clients who have to book their appointments a few weeks or months ahead of time. It's the dream! This is what we call a good problem to have. If not handled properly, the problem can become an issue in the long run. You probably became so popular because your best clients told everyone about you.

But your popularity can become annoying for them if they are unable to book appointments.

This was happening to one of our clients. She kept telling her VIP clients to call her if they didn't find appointments online soon enough, but they didn't. She wouldn't necessarily lose them, but they might book appointments every two months instead of every month.

This is where the waiting list becomes handy. The booking platform can ask them to get on your waiting list when they don't find an appointment. You will get notified and you can choose to squeeze them in your schedule earlier. They will be very happy and you won't miss out on good revenue.

Can you guess what other awesome option a waiting list should do for you? Of course... Invite clients automatically! Just be sure it does it the right way so you can stay in control of your schedule.

For example, if an appointment gets cancelled for later today or for tomorrow morning and you're busy with a client, you probably would like the booking platform to invite clients from your waiting list to replace the cancellation automatically. Obviously, the list should keep track of when clients are available. On the other hand, if an appointment gets cancelled in a week or so, you might prefer not having automatic invitations sent out in order to choose a client yourself (especially when you have favorite customers. But don't worry, we won't tell anyone!).

You want a system that will let you customize these rules according to your needs, which are likely to evolve over time.

ONLINE PAYMENTS

When choosing a platform, the online payment option can be important.

First, in your profession, are you allowed to take payments before the service is rendered? Are you permitted to require a credit card number in order to enforce your cancellation policy?

If you answered yes to any of these questions, then online payments could save you a lot of money and headaches! Everyone wants more clients, but new clients that never show up can be very annoying as they block spots in your schedule for your existing clients and you waste precious time waiting for them.

Selling services is not like selling products. If a client decides not to buy a product, you can still sell it to the next client. But if a client does not show up to an appointment, that time is lost forever! So why not ask for a credit card or a deposit when clients book their appointment? If you don't want to annoy your existing clients, you could only ask your new customers.

POINT OF SALE (POS)

This can be useful primarily for convenience. Clients know they will need to pay you after the appointment. Nowadays, most people expect to be able to pay by credit card. If you don't have or want a bank terminal, you could choose to use online payments as a POS. You could also send out SMS or email invoices to your trusted clients to let them pay you conveniently from their phone later, if either of you are in a hurry to leave at the end of the appointment.

SIMPLICITY

This is a word all companies throw around very often. But what is simplicity? Why is it so important? And when does too simple becomes simplistic?

For me, simplicity in a product means that anybody should be able to learn to use it by themselves easily and intuitively without the need for any documentation. That being said, it can become challenging for companies to offer a simple product that has real value. It's easy to make something simple when it barely does anything and is so rigid that nothing can be adjusted to your needs. The goal is to find a good balance between simplicity and richness of features, while always keeping the most used functionalities extremely simple.

“
**Simplicity is the ultimate
sophistication.**

- Leonardo da Vinci

”

Simplicity is important because it directly translates into time and money for you and your business. If you need 20 hours to set up your account, this is a huge cost. And if a product is difficult to understand at the beginning, it probably won't get better when new versions and new features come out. You'll always have a big learning curve. And think about your employees, would you rather spend hours teaching them how to use a product or have them learn it by themselves quickly and easily.

To test if a platform is simple and easy to use, be sure to take time to really try it for yourself and most importantly by yourself. Don't take sales people on their word (not even me!). After this, if you have specific needs, you should call

their help center to know if the product can satisfy them as advanced features are often more difficult to discover. This will allow you to get a taste of their customer service, a topic we'll cover next.

GOOD CUSTOMER SERVICE

No product is perfect and bug free (that's a myth). You should be wary of companies that say they have no issues! You are best to find a company that backs up their products with a good customer service. Will they be available and willing to help you once you've signed your name on the dotted line?

“
**If a user is having a problem,
it's our problem.**

- Steve Jobs

”

Whenever possible, make sure to test their customer service department or check what other customers are saying about it online. As an entrepreneur, we know life can get bumpy and you will appreciate a helping hand with your computer if you get stuck! Technology is great until it breaks. When it does, you'll want to talk to a real human who has your back and has the skills and knowledge to help you.

For a while, many companies had cut down on customer service to lower their operational costs. Nowadays, the trend is changing and companies are realizing that great customer service is good for business in the long run. It's a key contributor to build confidence and make clients become ambassadors of their brand. In the end, everybody wins.

Chapter 3: What Problems Online Booking Can Create and How to Avoid Them From the Get-Go

Change always comes with unexpected side effects. If we could predict everything, life would become boring, don't you think? But this doesn't mean you should not try and plan for it.

So here are the problems professionals sometimes face when offering their appointments online and how to resolve (or attenuate) them.

MORE LAST-MINUTE CANCELLATIONS

Allowing your clients to book their appointments by themselves is great. It makes them happy and saves you a lot of time. But it almost always comes with the possibility for them to be able to cancel online too. As you can imagine, people are not as shy when it comes to cancelling online with one click rather than calling and feeling the need to come up with a good excuse.

Many professionals face this issue. If you are always fully booked, it might not be a problem because thanks to online booking, a new client will replace the cancellation quickly, and you won't have to lift a finger. But if it's not the case, it might become very annoying and costly.

To avoid this, you need to make sure the booking platform you choose allows you to control if and when clients can cancel online and when they must call to cancel.

FAKE APPOINTMENTS

This doesn't happen often, but it can from time to time. A first option would be to confirm each

appointment one by one, by calling each clients... but this would not be very efficient and very time consuming!

A good option would be to make sure you are able to quickly see when an appointment is with a new client, so you can choose to validate these specific appointments by calling them once they have booked online.

An even better option would be to ask for a deposit (or just a credit card number) during the booking. Jokers won't be so quick to leave their card information!

APPEARING EMPTY

If you are starting your business or clinic, you might not have many clients yet and your schedule might be quite empty. This does not look good when a new client sees all those available appointments. It's like going to an empty restaurant on Saturday night, you might have doubts about it!

To avoid this, a booking platform should allow you to display a subset of your availabilities to a client. It should display additional availabilities as your schedule fills up.

REQUIRING YOUR CLIENTS TO HAVE PASSWORDS

Passwords are cool,if you are a 15 year-old geek who spends its weekends programming (or "hacking", like the cool kids say today). Let's face it, we now have too many passwords and people are tired of them.

That is why new studies have shown that when booking an appointment online, if a client needs to create a password, 54% of them will abandon the process.

This means it is very important for you to choose a booking platform that won't require your clients to create passwords.

Where Will Online Booking Be a Few Years From Now?

Personally, I envision a future where all professionals will offer their appointments online (at a fair cost for them), and it will be easier to find and book the great ones! Better yet, I see a time when we'll book appointments using our voice and looking at a virtual screen on the wall of our homes. I know, I'm a geek! But we are not that far off, believe me!

Better get on board now and make sure your service business stays relevant in the long run.

IN CONCLUSION

The book covered what I think are the most important things to consider when choosing an appointment scheduling platform, from the good things to look for to the future problems to avoid. Remember that the time you invest in choosing the right platform now could save you many headaches later!

I hope you enjoyed the book and learned at least one new thing. If you did, do not hesitate to pass it along! I invested many hours trying to put in words my years of experience solving problems in online booking and management. So, I would love to share it with as many people as possible with the hope that it we help make online appointment booking something as common and as simple as a phone number: everybody should have it!

References

1. <https://www.brightlocal.com/learn/local-consumer-review-survey/>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5279837/>
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4831598/>

NEXT STEPS

If you have questions or comments about appointment scheduling in general or about choosing the right platform for you, do not hesitate to contact me. Getting advice from an expert will help you find the solution adapted to your needs. Schedule a free consultation to answer your questions and see how an appointment scheduling platform can help you.



ABOUT THE AUTHOR

Philippe Papillon is the cofounder of GOrendezvous, a Montréal-based company that aims to connect and simplify online appointments between professionals and their clients. With a proven expertise in the beauty, health and wellness industries, GOrendezvous provides a user-friendly, affordable and cutting-edge technology online booking platform that allows users to save a tremendous amount of time in their administrative process. GOrendezvous has helped booked millions of appointments all around the world.

Philippe has become an expert in his field, thanks to almost 20 years of solid experience in software development and problem solving using cutting-edge technology. He enjoys analyzing common operational problems in businesses and finding solutions that can help both people and businesses alike.

Philippe welcomes your comments, questions or consultation inquiries at phil@gorendezvous.com.