



CASE STUDY



CABINET DE
NATUROPATHIE

Blandine Proffit
Naturopathe

06 16 09 51 18

Can you introduce yourself ?

I am Blandine Proffit, Naturopath in Rozières near Troyes. Naturopathy aims to help people optimize their health by natural means. We have 10 techniques including 3 majors: nutrition, psychic well-being, and everything around movements and physical exercises.

Since when do you use Agendize online appointment booking solution ?

About 6 months.

What needs were met ?

I spent a lot of time trying to schedule appointments with my patients, offering them many dates that never match with their availabilities. A friend told me about online booking solution, so I thought why not.

How did you manage the appointments before that?

By phone with my paper diary, since I did not have any electronic diary.

How do your customers have access to online appointments booking?

Mainly on my website. I also send regular

newsletters, so now I insert a link to my online appointment booking solution.

Did you have any fears before implementing the solution?

Like for any digital innovation, I'm always afraid of not being able to use it, but finally I was very well accompanied.

What are the benefits of online appointments booking for you and your teams?

First, I'm losing less time offering different slots to customers which were not matching with their availabilities. Besides, I'm gaining new customers through my online calendar. For example, recently a person needed an appointment quickly with a naturopath. She booked an appointment with me because I was available, and she was able to book the appointment on Sunday evening for Monday morning.



26

appointments booked in 6 months

This makes it easier for customers, who may have been going elsewhere without this immediate call to action. Finally, with the feature that allows to leave reviews after each appointment and make them appear directly on Google My Business, I received several very positive reviews.

Do you think that setting up online appointments booking has improved your vision of digital?

Yes, the digital allowed me to structure my work a little more. I am also very happy to use this solution, because it opened doors to other tools that I had never thought to use before.

By the way, I really thought people needed to call me, that I needed to take some time to explain them the aim of the appointment. In fact, I thought people would be more reluctant, but no, there are a lot of people who are happy to have the opportunity to book an appointment online.

Your favorite part of the tool?

The accompaniment and the human aspect of the team.

Describe Agendize in one sentence ?

Agendize facilitated my appointment management and opened doors for my activity in terms of digital communication.

Finally, how would you describe the Agendize' support team on this project? Are you satisfied?

Excellent ! ■

“

I thought people would be more reluctant, but no, there are a lot of people who are happy to have the opportunity to book an appointment online.

”

