



Optimize Customer Experience with Enterprise Appointment Scheduling



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Introduction

Customers demand that their digital interactions with your brand be seamless and expect the ability to engage with your brand whenever and wherever they'd like. Delivering a new digital customer experience requires companies to minimize hassle, maximize convenience and ensure that every encounter is tailored to meet individual needs in real-time.

With such growing customer expectations in our digital world, companies are re-focusing their efforts on improving customer experience. According to a 2016 survey by Forrester, 72% of businesses say that improving the customer experience is their top priority.¹ Customer experience and customer service go hand-in-hand, and anything less than optimal service is costing companies billions of dollars. In fact, a study by NewVoiceMedia revealed that companies lose more than \$62 billion due to poor customer service. This data reinforces the notion that every online interaction counts now more than ever before.

Designed to meet the needs and expectations of today's digital consumer, online appointment scheduling is particularly important for enterprise organizations. This white paper will discuss how technology makes it easier than ever to engage seamlessly with your customers at any time and why real-time, personalized appointments are critical for enterprise success.

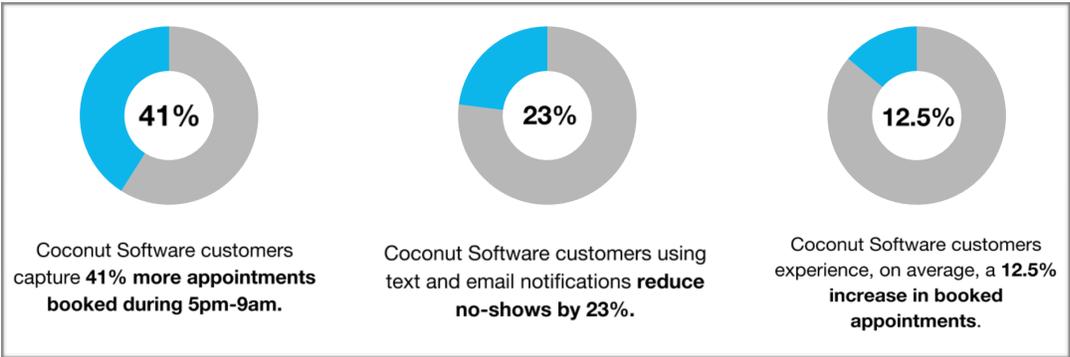


The New Digital Customer Experience

It's hard to capture the attention of customers for more than a few seconds in today's multichannel world, but it's also more critical than ever for optimizing customer experience. According to a survey by Harvard Business Review, nearly 90% of business leaders agree that customer experience is vital for success, however, only 34% agree they have the necessary tools and skills to deliver a superior experience to customers.²

Studies show that improving customer experience requires enterprise organizations to eliminate customer pain and anticipate their needs while giving them more control.³ For example, more than 70% of millennials prefer scheduling meetings online and receiving digital reminders than booking an appointment by phone. This new generation of customers is defining what a brand is based on their experience with a company across all touch points—online and offline. Firms that invest in improving the digital customer experience will reduce costs and improve efficiency while growing the bottom line.

One way to optimize customer service is by offering both prospects and customers personalized, real-time appointment scheduling. A survey of Coconut Software customers found that enterprise appointment scheduling results in 41% more appointments after hours (from 5pm to 9am) and reduces no-shows by nearly 25%.



A 2017 survey of Coconut Software customers found that enterprise appointment scheduling can deliver significantly more appointments while reducing no-shows.

Appointment Scheduling: The Enterprise Advantage

When it comes to delivering a seamless customer experience, companies must deliver convenience, control and personalized attention to every customer at all times and on any device. Traditional methods of scheduling and managing appointments are neither effective nor efficient, especially for enterprise organizations. An efficient method of managing this process is critical for optimizing the customer experience, improving employee productivity and effectively growing the bottom line.

How do you know if enterprise appointment scheduling software is right for you? While both enterprise and small to mid-size business (SMB) appointment scheduling software is designed to streamline processes, they offer very different levels of functionality, security and support.

ENTERPRISE APPOINTMENTS	SMB APPOINTMENTS
Cloud-Based	Computer/Network Based
High Scalability	Limited Scalability
White Label Branding	No Branding
Advanced Functionality	Basic Functionality
Centralized, Single Sign On	Local Sign On
Dedicated Support Team	Call Center Support
Robust Security, Privacy	Basic Security, Privacy
Detailed Reporting & Analytics	Basic Reporting

Enterprise appointment scheduling software is designed to accommodate large numbers of appointments/reservations and staff/customers across multiple locations. An enterprise appointment scheduling solution would also offer integrations for existing software and scheduling processes already in use (i.e. Outlook, Outlook Exchange, Google). Enterprise appointment scheduling software also features a single sign on and role-based access control that allows administrators to assign roles with job functionality-based access.

Organizational Impact

Unlike its SMB counterpart, enterprise appointments impact many layers of an organization. As illustrated below, appointments impact everyone from executives and managers to frontline staff and contact centers.

Designed to deliver more appointments in less time, enterprise appointment scheduling benefits both frontline staff and contact centers by centralizing and optimizing workflows, cutting booking time in half with less back and forth, and requiring smaller teams. Managers and executives gain access to valuable reporting insights to more effectively manage complex staff schedules and make strategic business decisions.

Engage Enterprise Customers

According to the research firm Gartner, isolated and disconnected silos can frustrate customers, forcing them to take their businesses elsewhere. Enterprise appointment scheduling helps large companies deliver multichannel customer engagement for a more unified customer experience across the enterprise.



The impact of appointments in an enterprise organization include both external and internal stakeholders, from customers to contact centers.

In addition to saving time and money, enterprise appointment scheduling provides customers with greater flexibility and convenience as they're able to schedule highly personalized appointments in real-time—not just during normal business hours. This convenience improves customer engagement and experience while dramatically reducing common errors like over-booking, incorrect appointments and inaccurate customer information.

Optimize Staff Time, Productivity

Enterprise appointment scheduling also empowers individual employees and managers by providing a simplistic way to manage customer appointments and the complexities of multiple staff schedules, locations and service offerings.

Your customer-facing employees will be better prepared for every face-to-face meeting with access to important customer data that's captured before the appointment. Helping your staff be better prepared for the appointment will result in a more enjoyable and personalized customer experience. Managers and executives will have access to valuable decision making insights via custom reporting and analytics that can be used to uncover trends while tracking staff and location performance.



Endnotes

1. Source: “72% of Businesses Name Improving Customer Experience Their Top Priority,” Forrester, April 12, 2016 (<https://www.forrester.com/72+Of+Businesses+Name+Improving+Customer+Experience+Their+Top+Priority/-/E-PRE9109>).
2. Source: “Global Study: Leading Companies Bet on Customer Experience,” sprinklr.com (<https://explore.sprinklr.com/customer-experience-survey-harvard-business-review.html>).
3. Source: “Improve Digital Customer Experiences” forrester.com (<https://forrester.com/report/Improve+Digital+Customer+Experiences/-/E-RES76761>).