

**Engageware**

an Engageware eBook

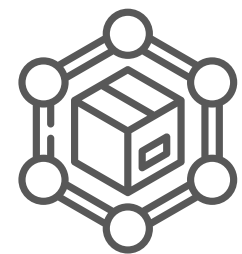
# Building a Business Case for Online Appointment Scheduling & Customer Engagement



# Exceptional Customer Experience is Essential for Businesses Today

## THE 4 PS OF MARKETING

From retail to professional services, and from banking to healthcare—a majority of companies have traditionally believed that business success and customer loyalty could best be ensured through mastery of the classic “4 Ps of marketing”:



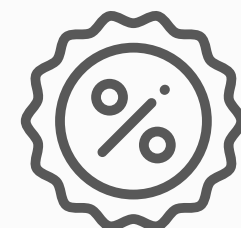
**Product**



**Price**



**Place**



**Promotion**

As buyers and decision makers have become better informed and more empowered (through web-driven communications), modern business success is increasingly tied to the delivery of exceptional customer experiences.



The **IBM 2016 Global Customer Experience Index (CEI)** suggests that the 4Ps have been replaced by what it calls **“The 4Cs”**:



4Cs of Customer Experience - Source: IBM.com  
<http://www-935.ibm.com/industries/retail/customer-experience/>

As the Executive Summary of the IBM CEI reads:

**“Businesses and consumers want consistency across all touchpoints, meaningful content on which to make decisions, flexible interactions and personally relevant dialogue.” <sup>(1)</sup>**

By aligning company processes, systems and employee priorities toward the delivery of exceptional customer experiences, companies can increase customer satisfaction, loyalty and positive brand perceptions, as well as grow employee effectiveness and revenues.

# Appointments Enable the Conversations that Drive Business and Customer Engagement

Whether they take place in person, over the phone or online, conversations between an organization's representatives and those they serve (prospects, customers, partners, others) are essential to establish business relationships, sell and deliver goods and services, and provide ongoing customer support.

Unfortunately, conventional methods of scheduling appointments (e.g., via email or telephone tag between two people to find a mutually convenient day and time to talk) are inefficient and irksome in the least, and sometimes they're even painful, as research from **Forrester** and others has shown.

As this business case will show, an alternative approach (online appointment scheduling and queue management) provides a superior, more personalized customer experience through a responsive customer engagement platform that clients will rave about, and companies will appreciate for its contribution to loyalty, revenue generation, and higher lifetime customer value.



# Business Needs Addressed by Online Appointment Scheduling

## 4 IMPORTANT BUSINESS NEEDS

Companies that offer customers appointments through online scheduling see how well it addresses business pains and needs, along with the tangible business benefits it delivers.

✓ **Which business pains and needs are addressed?**

✓ **Which benefits are delivered?**

Online appointment scheduling addresses four important business needs:

1. **Accelerate the Sales Cycle and Drive Revenues**
2. **Deliver a Superior Customer Experience**
3. **Create Brand Loyalty**
4. **Reduce the Cost and Time of Scheduling Appointments**

Let's briefly examine each of those business pains/needs/benefits:



## BUSINESS NEED 1

# Accelerate the Sales Cycle and Drive Revenues

The conventional process of setting a sales appointment (via email or telephone cold calling) is flawed for both sellers and prospective buyers.

Analysts believe back-and-forth scheduling by phone is inefficient:

**Sirius Decisions:** Takes an average of 8 cold call attempts to reach a prospect.<sup>(2)</sup>

**Jeff Hardesty** of **JDH Group** estimates the national average Conversation-to-Appointment ratio, (# of calls a sales rep must make to secure one appointment) is between 4 percent and 18 percent, “which means sales reps are having up to 20 conversations to get just one or two appointments.”<sup>(4)</sup>

**CSO Insights:** 60 percent of sales reps waste the equivalent of six selling weeks a year just trying to get customers on the phone.<sup>(3)</sup>

Surveys by **Engageware** show that 65 percent of banking customers and 59 percent of retail consumers would be willing to schedule an appointment to help ensure they receive the knowledgeable assistance they seek.<sup>(5)</sup>

Conversely, **Forrester Research** has found that appointment scheduling applications help companies “engage people ready to buy” by “facilitating meetings with prospects and clients on their schedule.” Forrester notes that online scheduling reduces “this back and forth, which can be time-consuming at best and maddening at worst.”<sup>(6)</sup>

**Online Appointment Scheduling** also contributes to revenue generation by:

- Reducing time-to-close
- Increasing conversion rates and sales volume
- Increasing average customer transaction value
- Creating efficiencies through seamless connection of appointment setting software with legacy CRM, marketing automation, customer service systems, and database
- Driving customer engagement from sales outreach, websites, social media, and digital marketing programs (through “Schedule an Appointment” buttons, email hyperlinks to scheduling calendars, etc.). This increases conversion rates with effective call-to-action prompts that accelerate revenue
- Raising appointment show rates



## BUSINESS NEED 2

# Deliver a Superior Customer Experience

While once believed to furnish only a “soft ROI,” delivering a positive customer experience has increasingly demonstrated a direct connection to the bottom line. In its 2015 report “**The Revenue Impact of Customer Experience**,” Forrester Research projected that a **1 percent** improvement in customer satisfaction can translate into an additional **\$175 million annually** in some industries. That report emphasizes how an improved customer experience contributes to three factors related to driving revenue: **retention, enrichment, and advocacy.**<sup>(7)</sup>

The contribution of online appointment scheduling to improving customers’ experiences is being seen across a wide swath of sectors from business to government, education to healthcare. [The 2016 Accenture Insight Report: Patient Engagement: Digital Self-Scheduling Due to Explode](#) notes that a fast-growing number of U.S. healthcare providers are adopting digital patient self-scheduling tools because they:



**Meet patient demands for greater convenience and more control**



**Enable providers to differentiate themselves from the competition**



**Enhance patient engagement**



**Improve efficiencies**

**Accenture projects that by 2019, 64 percent of patients will book appointments using these online systems. Altogether, nearly 38 percent—986 million—appointments will be self-scheduled.**<sup>(8)</sup>

**Online appointment scheduling** enhances the customer experience by:

- 1** Streamlining the appointment-setting process
- 2** Removing traditional scheduling barriers and inefficiencies
- 3** Allowing “anywhere, anytime” omnichannel engagement from mobile devices, voice, text, web or your customer-facing app
- 4** Preparing customers—and employees—in advance of the appointment (through scheduling’s provision of helpful prerequisites, completed forms and documentation)
- 5** Properly allocating resources to ensure qualified employees with the right skills are in the right place and time to meet customer needs



## BUSINESS NEED 3

# Create Brand Loyalty

As cofounder of the **Customer Experience Professionals Organization**, Bruce Temkin is well known as a top expert on the connection between customer experience and loyalty. In his 2015 report on the “**ROI of Customer Experience**,”<sup>(9)</sup> Temkin surveyed 10,000 consumers on their experience with and loyalty to 293 companies across 20 industries.

His analysis showed a significant correlation between high customer experience and loyalty factors, including repeat purchasing, trying new offerings, and recommending the company. Furthermore, a “moderate improvement” in customer experience can lead to sizable revenue increases.

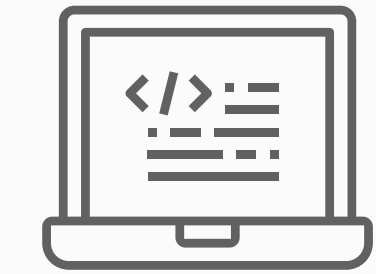
Consider the experience-to-loyalty dividend showing Temkin’s projection for a 3-year impact on revenues for \$1 billion companies in these industries:



**Insurance**  
\$691.1 million



**Investments**  
\$684.1 million



**Software**  
\$617.6 million

## BUSINESS NEED 4

# Reduce the Cost of Scheduling Appointments

To increase the number of initial appointments for its customer-facing representatives, many B2B companies hire external appointment-setting services.

Research shows that the cost of telemarketing firms can be significant:

**Around \$5,000**

for a pilot campaign by a Florida sales manager

**\$1,500 to \$2,000 per month, plus a \$500 setup fee,**

for a California business services provide

**\$40 to \$45 per hour**

for a Texas manufacturer

**Approximately \$5,000**

for a campaign that includes four appointments per day for a New Jersey insurance company <sup>(10)</sup>

**\$3,000 to \$3,500 for 100 hours,**

including setup and scripts, for a California financial services company

Costs aside, the fatal flaw with this approach is telemarketing only allows outbound scheduling. Even worse, it requires actually getting people to answer their phones, in an era when most people screen calls from unfamiliar numbers.

If the person doesn't answer the phone, or return a message that may be left for them, there is no possibility of success because there is no mechanism in telemarketing that lets the caller self-schedule an appointment.

Alternatively, companies that handle their scheduling in-house (vs. hiring external scheduling services) that later deploy online appointment scheduling report these bottom-line benefits:



Increased total number of appointments scheduled per day/week/month



More appointments scheduled after hours and on weekends (when offices are closed), filling representatives' calendars for the future



Enhanced quantity and quality of “engaged selling” time salespeople are able to spend with buyers, by reducing amount of time and effort dedicated to prospecting, follow-up and administration



Fewer appointment cancellations and “no-shows”



Improved employee satisfaction and morale (via reduced need for cold calls and burnout; efficient shift scheduling)



# Proven Benefits of Online Appointment Scheduling

## BUSINESSES THAT BENEFIT FROM SCHEDULING

From multinational corporations to midsize and small businesses, across many industries; from banking & financial services to retail, B2B technology to healthcare—making it easy for prospects and customers to schedule appointments from their computers or smartphones is increasingly beneficial.

Similarly, more and more professionals and businesses are relying on online scheduling to conveniently book important appointments with those they serve. Examples:

### **Retailers:**

Provide the knowledgeable assistance customers want before they buy. Appointments enable associates to be well prepared before the customer arrives.

### **Customer Onboarding/Support Teams:**

Easily schedule customer training and support calls and ensure all appointments occur on time and SLAs are met.

### **Financial advisors:**

Maintain regular contact with clients, reduce meeting no-shows and drive more business.

### **Sales teams:**

Spend more time meeting with qualified customers and prospects, and less time scheduling appointments.

### **Marketers:**

Generate qualified leads from website visitors, social media and email campaigns, by including a link to schedule an appointment in all lead-gen materials.

### **Healthcare providers:**

Make it easier than ever for patients and clients to easily schedule appointments based on your available openings.

### **Recruiters:**

Let candidates pick the time that works for them on your schedule, avoiding email and voicemail tag so you can make that new hire quickly.

Beyond the previously detailed four business pain points/needs addressed by online appointment booking, here are seven additional proven business benefits, which are documented through real-world examples and results reported by industry leading companies:

- 1 Increased Sales Productivity**
- 2 More Customer Visits**
- 3 Increased Purchase Per Appointment**
- 4 Improved Service Personalization**
- 5 Scalability**
- 6 Support and Grow Sales and Service Results**
- 7 Quick ROI**



## PROVEN BUSINESS BENEFIT 1

# Increased Sales Productivity

The sales team at a **leading email marketing company** increased its connect rate by **20 percent**, improved its close rate by **30 percent** and increased the speed of sales cycle by **40 percent** after implementing online appointment scheduling.

**In the financial sector, retail banks report that their sales close rates increase by 25 to 50 percent when knowledgeable sales representatives meet with customers at scheduled appointments.**

Retailers that use online scheduling report sales close rates increase by **38 percent** when customers are better prepared for the appointment through checklists and documentation links provided to them through pre-meeting confirmation and reminder emails and text messages.



## PROVEN BUSINESS BENEFIT 2

# More Customer Visits

Appointment scheduling, along with queue management—effectively managing scheduled and walk-in traffic flow—at retail banks increases high-value in-branch traffic by **15 percent**.

Pre-appointment text reminders sent to customers can reduce the number of no-shows by **50 percent**.

## PROVEN BUSINESS BENEFIT 3

# Increased Purchase Per Appointment

Bank customers spend an additional \$100 purchasing 1.8 more banking products per appointment, when representatives have time to prepare before meeting the customer.

That's a **100 percent** average lift.

Retailers who've deployed scheduling typically see a **40 percent** cross-sell lift, with 1 to 2 more products purchased per appointment.



## PROVEN BUSINESS BENEFIT 4

# Improved Personalized Service

Today's discriminating consumers expect first-rate service and a superior customer experience. Every time.

Consider these findings from the [Engageware "State of Retail Banking: Consumer Survey 2016"](#):

# 35%

of bank customers surveyed said that personalized service is most important when they visit their branch

# 46%

say they would like to have the ability to pre-book an appointment <sup>(1)</sup>

When it comes to delivering a superior customer experience, any business—in any industry—can take a page out of the book of **Worth New York**, which promises its customers

“ a highly personalized shopping experience unlike any other brand.”

The company uses online appointment scheduling to let customers book appointments with local stylists near their home or work. Worth New York stylists provide a highly personalized shopping experience beyond that provided by any other luxury fashion retailer. **One-to-one appointments** allow Worth's customers to shop when, where and how they want, with experts who help curate an individual wardrobe to fit each woman's taste, figure and lifestyle. Both the company and the customers benefit as online appointment scheduling allows Worth to provide first-rate personalization while getting the most out of its existing resources.

## PROVEN BUSINESS BENEFIT 5

# Scalability

Not only has **Worth New York** perfected the process of using online appointment scheduling to let its customers schedule their own appointments with its stylists. The company also is a great example of how critical it is for an online appointment scheduling solution to be able to easily scale to meet the needs of fast-growing businesses with anywhere from a few to thousands of locations.

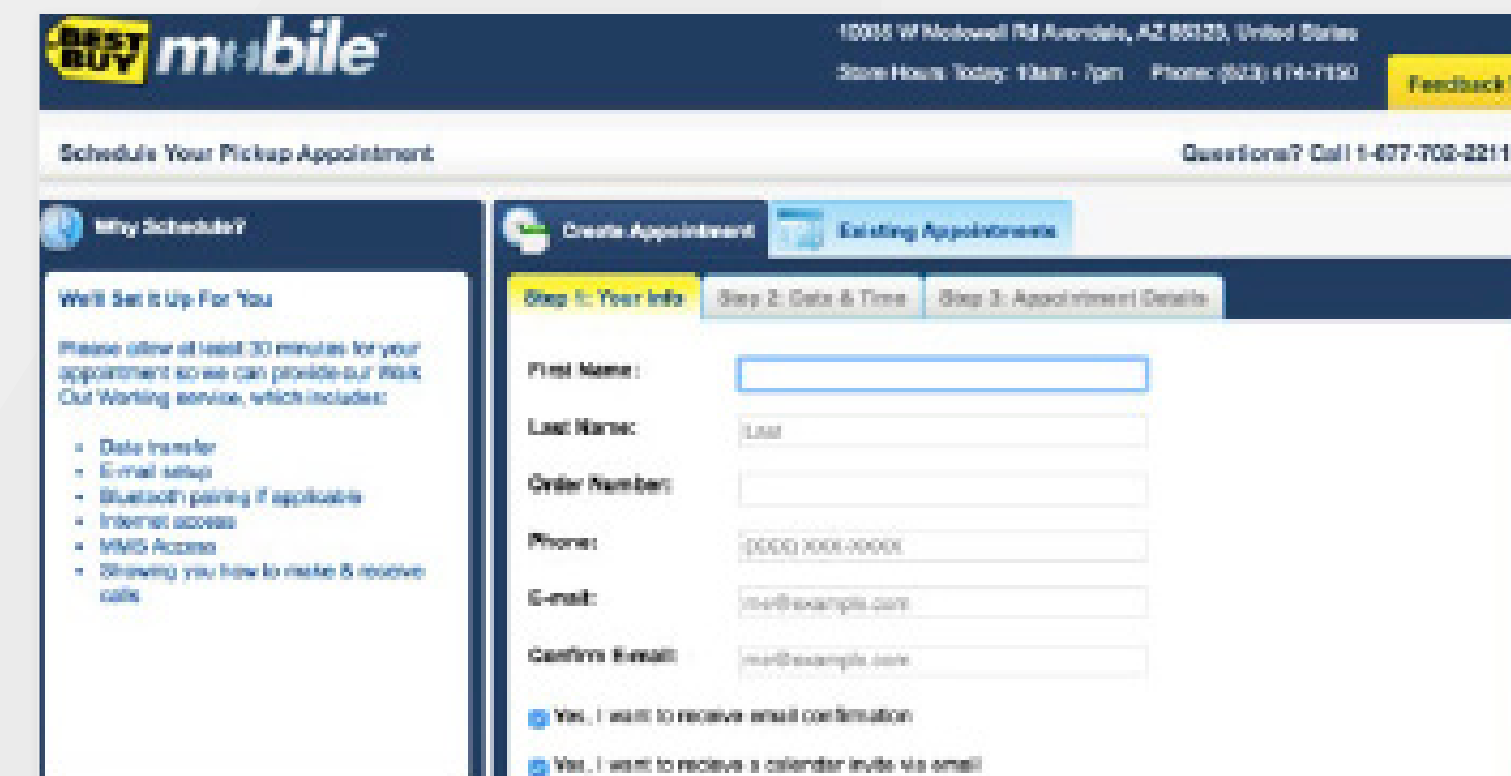
Headquartered in Manhattan, Worth offers its products at 600 locations across the U.S. Through its online appointment system, Worth streamlines how 1,300 independent associates manage how, when and where they meet with clients.

By executing on its business plan of offering highly personalized service to its many clients, Worth has built itself into one of the premier brands in the retail industry.

## PROVEN BUSINESS BENEFIT 6

# Support and Grow Sales and Service Results

Leading consumer electronics retailer **Best Buy** offers online scheduling at 2,490 locations, facilitating more than 750,000 sales appointments per month, representing \$1B in transactional value.



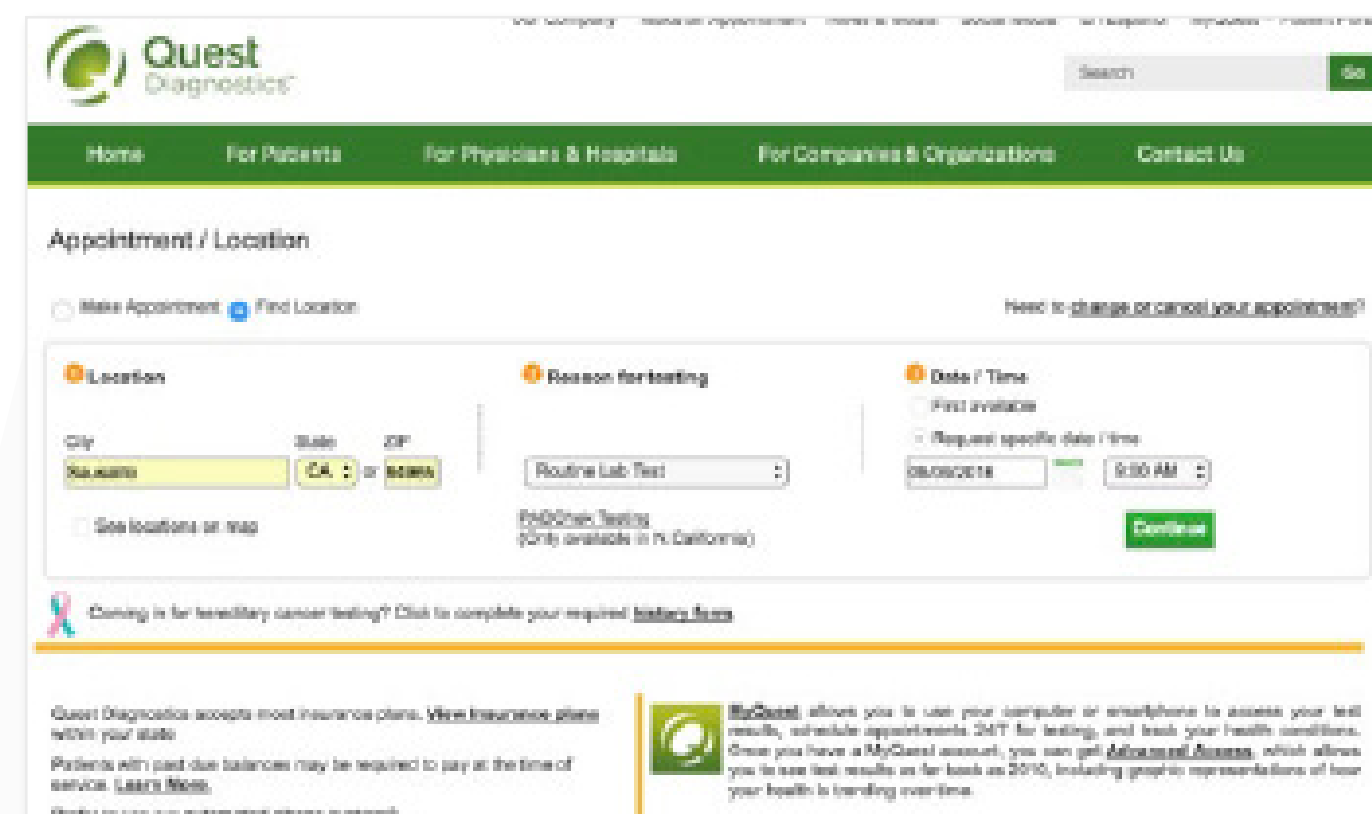
The screenshot displays the 'Schedule Your Pickup Appointment' interface on a mobile device. At the top, the 'BEST BUY mobile' logo is visible, along with store information: '10005 W McDowell Rd, Avondale, AZ 85025, United States', 'Store Hours Today: 10am - 7pm', and 'Phone: (602) 414-7190'. A 'Feedback?' button is also present. The main heading is 'Schedule Your Pickup Appointment' with a 'Questions? Call 1-877-706-2211' link. Below this, there are two tabs: 'Create Appointment' (selected) and 'Existing Appointments'. The 'Create Appointment' tab is divided into three steps: 'Step 1: Your Info', 'Step 2: Date & Time', and 'Step 3: Appointment Details'. The 'Step 1: Your Info' section includes a 'Why Schedule?' section with a list of benefits: 'Data transfer', 'Email setup', 'Bluetooth pairing if applicable', 'Internet access', 'MMS Access', and 'Showing you how to make & receive calls'. The form fields for 'Step 1' are: 'First Name', 'Last Name', 'Order Number', 'Phone', 'E-mail', and 'Confirm E-mail'. There are two checkboxes at the bottom: 'Yes, I want to receive email confirmation' and 'Yes, I want to receive a calendar invite via email'.

## PROVEN BUSINESS BENEFIT 7

# Quick ROI

Through its clinical lab testing services, **Quest Diagnostics** annually serves one in three adult Americans and half the physicians and hospitals in the U.S. Quest offers patients self-service appointment scheduling at 2,200 locations via its website, interactive voice appointments, and call center. By allowing patients to book more than 739,000 appointments a month, Quest saw a return on its investment in less than 12 months.

Banks that have embraced online appointment scheduling see an increased number of appointments scheduled and kept, as well as increased revenue per appointment. That translates into a powerful 150 to 300 percent ROI with payback in just 16 to 25 weeks.



The screenshot shows the Quest Diagnostics website's appointment scheduling interface. At the top, there is a navigation bar with links for Home, For Patients, For Physicians & Hospitals, For Companies & Organizations, and Contact Us. Below this is a search bar and a 'Go' button. The main section is titled 'Appointment / Location' and has two radio buttons: 'Make Appointment' (unselected) and 'Find Location' (selected). A link 'Need to change or cancel your appointment?' is visible. The form is divided into three columns: 'Location' with fields for City (San Antonio), State (CA), and ZIP (78204); 'Reason for testing' with a dropdown menu set to 'Routine Lab Test'; and 'Date / Time' with a dropdown for 'First available' (05/03/2018) and a time selector (9:00 AM). A 'Continue' button is at the bottom right. At the bottom of the form, there is a link for 'Coming in for hereditary cancer testing? Click to complete your required history form.' and a footer with insurance information and a 'MyQuest' logo.



# Quantifying the Scope, Costs, and Value of Appointments at Your Company

## ASSESSING CURRENT BUSINESS APPOINTMENTS

As shown in the earlier examples, online appointment scheduling delivers proven business results, including:

- Accelerating the sales cycle and driving revenue
- Delivering superior customer experiences and creating brand loyalty
- Reducing operational costs

In order to make a compelling business case for online appointment scheduling at your company, it's helpful to conduct a preliminary assessment of the **current state of appointments** at your business by considering **three** key factors:

## FACTOR 1

# The Scope of Appointments

### Who's making appointments and how many?

- Number of customer-facing employees who manually schedule appointments
- Number of appointments they schedule per month
- Number of appointments made through your company website/call center

## FACTOR 2

# The Costs of Appointments

### How much does making appointments cost your business?

- Amount of time employees spend scheduling appointments
- Dollar value of that time for employees
- Cost of scheduling via website/call center

## FACTOR 3

# The Value of Appointments

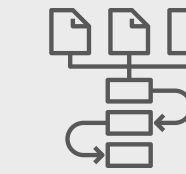
How do appointments add value (e.g., revenue) to your company?

- Number of employees taking appointments
- Average number of appointments per month
- Average purchase transaction per appointment (if applicable)
- Number of locations making appointments
- Value of walk-in traffic
- Amount of business lost because unprepared employee was not able to provide customers with the information they needed
- Amount of business lost because customers felt the wait to be served was too long, they weren't offered an accurate wait expectation, or they were not offered the opportunity to book a future appointment

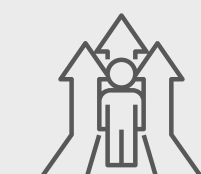
Measuring the current Scope, Costs and Value of appointments at your enterprise is vital for establishing a baseline for projecting and tracking future improvements that will result from deploying online appointment scheduling. Having measured the appointments status quo at your company, your solution provider can work with you to plan the deployment of online appointment scheduling, including:



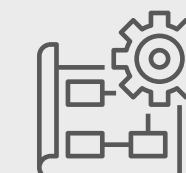
**Anticipated results and improvement metrics**



**Best practices methodologies**



**Critical success factors**



**Implementation and deployment planning**



**Projected internal and external costs**

# Implementation Planning, Costs and Critical Success Factors

## 3 SUCCESS FACTORS

While the ultimate value of online appointment scheduling to any business will vary depending on a range of factors, three fundamental components should be anticipated and considered:

### 1 Implementation Planning

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### 2 Costs

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### 3 Critical Success Factors



## FACTOR 1

# Implementation Planning

Typically, an internal online appointment scheduling team comprised of people from relevant departments across your organization will have responsibility for planning and managing the implementation and deployment of the solution. Your plan should include:



### Assumptions

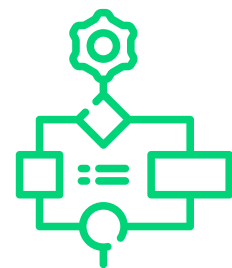
Define any assumptions/factors related to the decision to deploy online scheduling (e.g., priorities, budget, costs, ROI, timing, etc.) at your company.



### Scope

Researching, planning and implementing a deployment should take into account the scope of how your organization will use the capabilities. You need to consider and provide data for:

- Types and duration of appointments (e.g., phone/inperson; 15 minute/1 hour, etc.)
- Locations where in-person appointments will take place; equipment used for phone/online meetings
- Which departments and employees will be conducting/ managing/ appointments (e.g., sales, customer service)
- What channels/media do you want to use for booking?



### Resources

Determine and project available and needed resources (managers, staff, IT team) both inside and outside the company who will be responsible for the implementation and operation of the new scheduling solution.



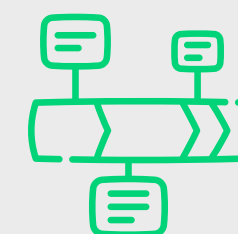
## Deliverables

Itemize key **deliverables** of the implementation, defining ownership and deadlines for each deliverable (to define who will be doing what tasks by what target date).

You also should identify any dependencies and gating factors (such as the need to complete one element of the deployment before a related activity can commence).

Common **deliverables** include:

- Initial company-wide survey (of current and possible future use of appointment scheduling), data collection, and survey analysis
- Needs assessment report
- Written specifications
- Detailed deployment plan



## Implementation and Deployment Timeline

As with the itemization of deployment deliverables, the business plan should include a projected **implementation and deployment timeline**, through which you delineate phases of the deployment, relevant activity for each phase, and projected target start and end dates.

A typical **implementation and deployment timeline** might include these six sequential phases:

**Phase 1 | Discover**

**Phase 2 | Configure**

**Phase 3 | Test**

**Phase 4 | Deployment**

**Phase 5 | Success**

**Phase 6 | Support**

## FACTOR 2

# Costs

Costs associated with an online appointment scheduling implementation will vary significantly, based on the size of your organization and scope of deployment.

A cost analysis should include:



**Identified hard and “soft” costs**  
(e.g., IT staff time)  
and cost item  
descriptions



**Frequency of cost**  
(e.g., one-time  
only, annual,  
occasional)



**Financial  
projection of costs**  
(e.g., labor cost of  
XX hours XX/hr  
average)

Projecting anticipated costs is essential to making a business case, with an analysis of anticipated internal and external expenses.



## Internal Costs

The shift to online appointment scheduling from “the way we’ve always done it” will bring related changes to an enterprise, and will impact your customer-facing departments, processes and systems.

Implementation of enterprise-class scheduling for multiple applications in multiple locations can incur these “change management” **internal costs.**



## Staffing and Activities of an Online Appointment Scheduling Team

As mentioned earlier, a cross-functional team comprised of key internal talent should be enlisted and committed to the deployment. Members of that team typically include:

- Business analyst
- Subject-matter experts (in charge of requirements and testing)
- IT personnel to handle integrations with in-house CRM and workforce management systems, implementation of online scheduling on your website and other customer-facing portals
- Customer service experts to guarantee a first-rate customer experience that matches/complements all other ways customers interact with your company
- Trainers to ensure employees know how to use/benefit from the new scheduling system and integrate it into their daily customer-facing work
- Marketers to generate content and design of any outbound appointment-related emails (confirmations, reminders), as well as marketing content/creative elements for any campaigns you may run, as well as on your website and social media outlets

Ensuring that members of the team are aligned, focused and can dedicate the necessary time to contribute to deployments is both a cost element and a key success factor.



## External Costs

As you are unlikely to want to develop a scheduling system in-house, you will identify and contract with a proven external solution provider with extensive expertise in creating and deploying online appointment scheduling systems.

Related costs include:

- 1** Software as a service (SaaS) recurring subscription payments to a solution provider
- 2** Installation/deployment and consulting costs (if any)
- 3** Post-deployment training costs



## FACTOR 3

# Critical Success Factors

A successful enterprise software deployment depends on the alignment of favorable circumstances and contributing factors, including:

- Executive buy-in and management endorsement
- Socialization of the business case throughout the organization
- Employee adoption and enterprise-wide integration
- Training and a pre-launch adjustment period so employees become very familiar with the system
- Integration with legacy systems (MS/Google/Salesforce.com suites), platforms, databases and company business processes



# Conclusion

## REVIEWING BUSINESS BENEFITS OF ONLINE APPOINTMENT SCHEDULING

By citing examples from world-class, customer-centric companies, this business case summarizes how an online appointment scheduling solution will:



**Support corporate strategic business goals**



**Meet important business needs (accelerate sales, drive revenue growth, deliver superior customer experiences, create loyalty, and reduce costs)**



**Provide proven business benefits that directly contribute to growth**

**Additionally, we've provided a game plan to assess and enhance the scope and value of appointments to your company, with best practices guidelines for software deployment and integration into how you "do business."**

Respected companies (including Charles Schwab, Aetna and Coldwell Banker) that have deployed online appointment scheduling have seen how it helps convert digital first-touch interactions into high-value conversations with customers about products and services.

Ultimately, the decision to deploy online appointment scheduling or not comes down to one simple question: Can your business run the risk that your competitors will use online appointment scheduling to make it easier for their customers and prospects—and yours—to do business with them?

**In today's on-demand economy, consumers have nearly limitless choices of where to purchase products and services. With choice comes power, and few would argue that in the majority of industries, consumers, not businesses, now hold the power.**

Taking this one step further, customers no longer simply compare the buying experience they have at one company to that of its direct competitors. Every business—no matter what it sells—is expected to live up to the standards of service legends such as Nordstrom, Ritz Carlton and Zappos. And now they also need to keep up with industry disruptors such as Uber. All of which raises the bar ever higher for what is considered acceptable—not to mention excellent—service.

So the choice is yours. Do you invest in a customer engagement solution that makes it easy for customers and prospects to do business with you? Or do you wait to see if your business starts to slip because the competition has beaten you to the punch? In today's on-demand economy, where customers have more control and choice than ever before, the decision you make may well determine the future of your business.

## Footnotes/Sources:

- (1) Source: IBM.com, Executive Summary IBM® 2016 Global Customer Experience Index (CEI) <http://www-935.ibm.com/industries/retail/customer-experience/>
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- (11) TimeTrade Systems, Inc. TimeTrade “The State of Retail Banking: Consumer Survey 2016” (2016) [http://www.timetrade.com/system/files/surveys/TimeTrade\\_State-Of-Banking-Consumer.pdf](http://www.timetrade.com/system/files/surveys/TimeTrade_State-Of-Banking-Consumer.pdf)

# Want to learn more about how online appointment scheduling and customer engagement can help your business?

 [Schedule a Call](#)

## About Engageware:

Engageware (formerly TimeTrade SilverCloud), provides industry-leading technology and expert know-how to help organizations better engage their customers. Trusted by more than 500 organizations, our customer self-service, appointment scheduling, and knowledge management solutions – combined and integrated with those of our market-leading partners - make it easy for customers to answer their questions quickly, connect to the right resources when scheduled expertise is needed, and get a consistent, efficient experience when help from a representative is required. Organizations that use our customer engagement solutions deliver exceptional customer experiences no matter the channel — enabling faster growth with greater efficiency.

Learn more at [engageware.com](https://www.engageware.com)

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