

The State of Online Scheduling in 2022





Our latest customer survey shows this increasingly popular choice is valued for more than just making bookings: it saves time, ramps up productivity, and helps create a more positive customer experience.





Online scheduling software is one of those business tools that, once you start using it, you just can't believe you ever worked without it.

It has revolutionized the way we make appointments. Previously, with the endless back and forth emails trying to find a time, fielding calls to reschedule, and all the other admin, you often spent more time trying to organize a meeting than you did actually meeting!

Today, online bookings mean easily accessible scheduling that can be done whenever and wherever the customer likes. The software does the heavy lifting of scheduling, while you focus on connecting with customers.

Professionals in every industry now use online scheduling software to streamline their bookings. In YouCanBook.me's State of Online Scheduling Survey for 2022, we heard from hundreds of users about the value they get from offering online bookings and the impact it has had on their business.



Read on to discover

- ★ how much **time online scheduling can really save you** and your team
- ★ why online scheduling **can move the needle on your productivity**
- ★ the real-world impact it has on **improving your customer experience**
- ★ **when and how** your customers want to schedule and meet



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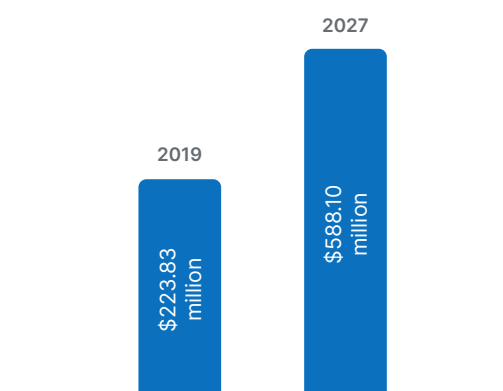


How we got here and where it's heading

In the last decade, online scheduling has exploded for both B2B and B2C companies. Many of today's [familiar scheduling tools](#) were just getting started 10 years ago. Even in 2015, it was [estimated](#) that just 10% of small and medium-sized businesses offered online scheduling. Often these were companies offering individual services like hairdressers, driving instructors, as well as some early adopters in the technology space.

Today, it is commonplace for businesses of all kinds to offer online appointment scheduling. Health, Fitness & lifestyle, Professional Services, Higher Education and large corporates now routinely offer online bookings, with the latter seeing particular benefits for Recruitment, Sales and Customer Service teams.

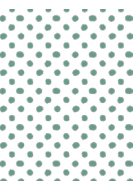
Global appointment scheduling software market



Source: [Verified Market Research](#)

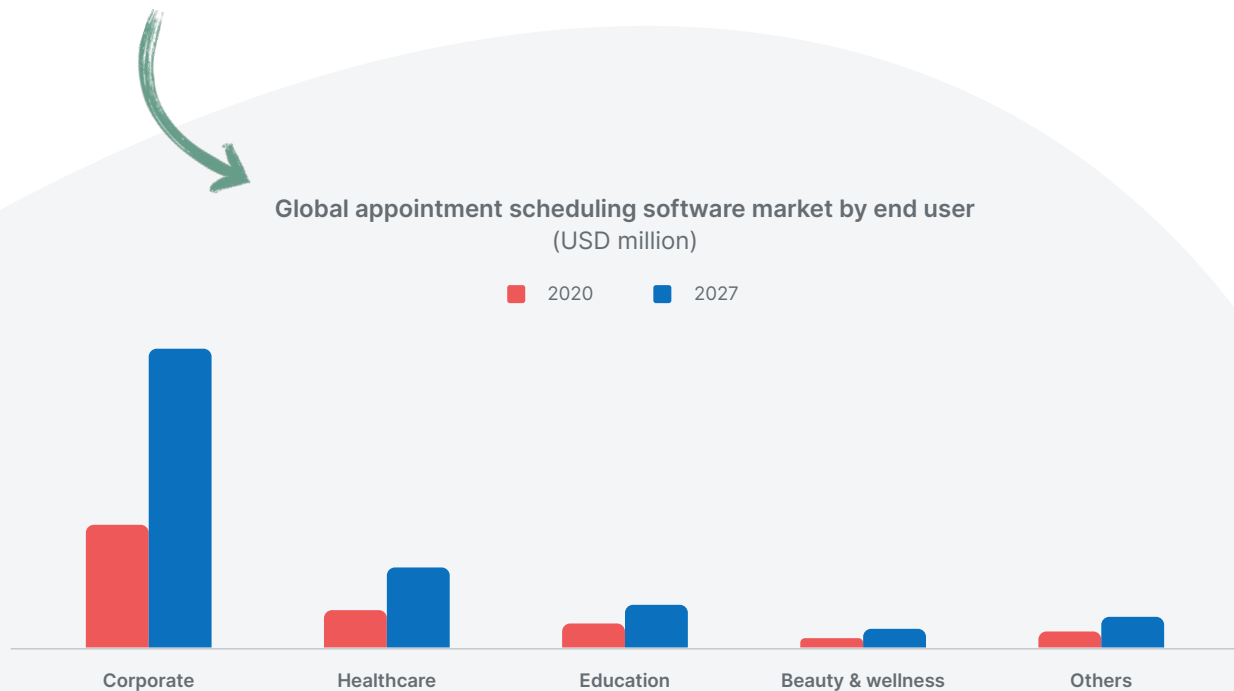


The appointment scheduling software market is expected to grow by more than [**\\$600 million by 2025.**](#)





The majority of that growth is expected to come from the corporate sector.



Source: [Verified Market Research](#)

While initial demand for online scheduling resulted from soaring internet and mobile phone usage, continuing growth is expected due to more business-specific factors.

1. Customer demand for convenience.

The more commonplace 24/7 bookings become, the more consumers expect it in all aspects of their lives.

Demographics play a big role here, with [more than half](#) of Millennials and Gen Xers saying they would switch to a different service if there was no option to book appointments online.

2. [An emphasis on overall customer experience](#) to drive customer loyalty and revenue. Successful online scheduling offers convenience and multiple opportunities for personalization which, our research shows, has a very positive impact on customer experience.
3. **The drive for increased productivity and focus.** Survey respondents across every sector saw huge improvements in their own productivity when they were able to eliminate the low-value tasks associated with scheduling appointments.



YouCanBook.me's Online Scheduling Survey for 2022

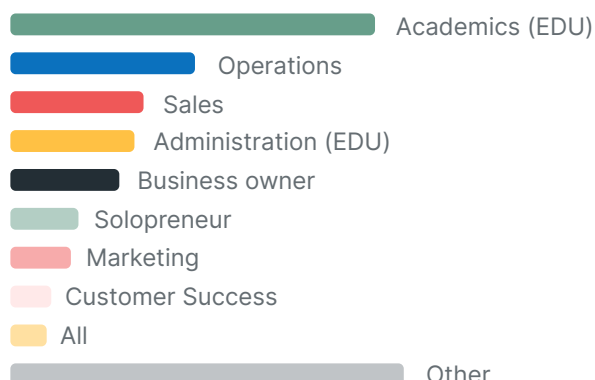
YouCanBook.me's survey is based on responses from 377 paying customers from around the world and representing more than a dozen sectors. In order to understand wider trends around booking activity, we also looked at data from more than 250 high volume YouCanBook.me accounts between January and March 2022.

This information comes from a cross section of industries and departments, and it points to general trends you can use to improve how and when you offer online bookings.

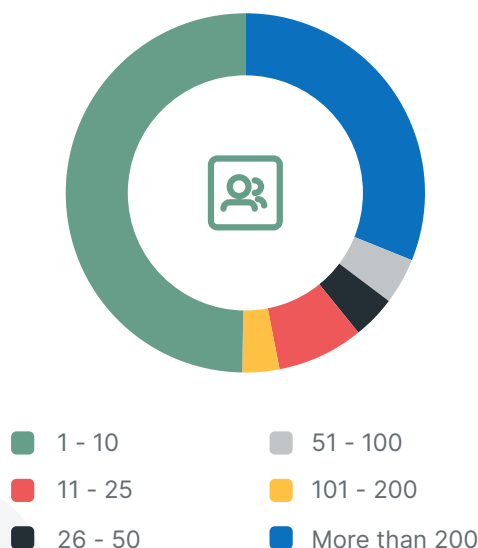
Top 5 survey respondents by industry

- 1 Education
- 2 Professional, Scientific and Technical Services
- 3 Finance and Insurance
- 4 Healthcare
- 5 Personal Services

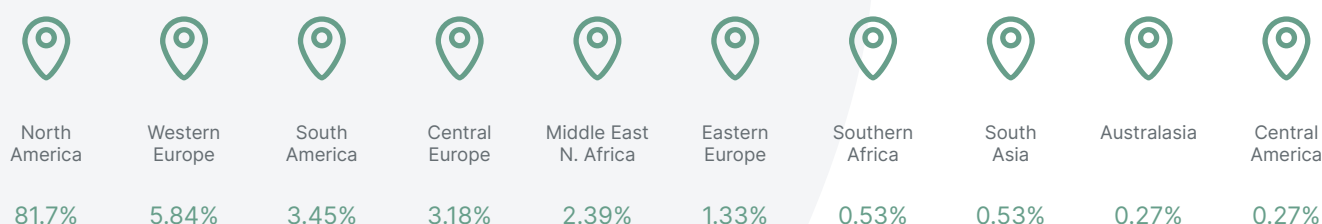
The departments they work in



Company size



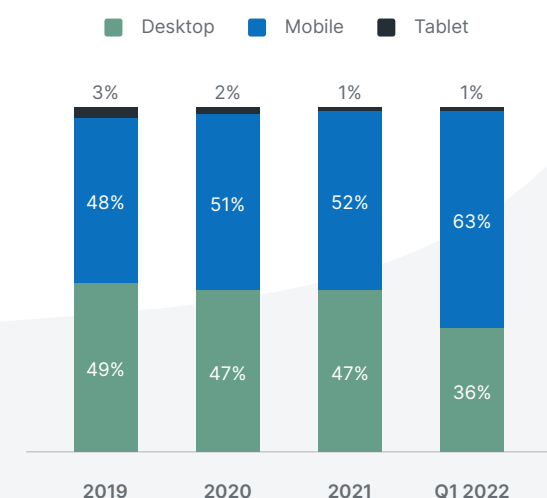
Where they're located





How and when customers want to schedule

Mobile technology has irrevocably changed the way customers make bookings.



Source: YouCanBook.me

Over the past four years, we've seen **mobile usage on booking pages consistently increase**, from less than half of bookings in 1999, to more than **60% of bookings in the first quarter of 2022**.

This aligns closely with other data pointing toward an increased drive towards convenience which allows customers to schedule meetings when and how is best for them.

For a majority of bookers, the “when” in that sentence is Tuesday between noon and 1pm US/Eastern. These are when booking pages are most actively taking bookings.

We dug into the booking data further to determine the day of the week, and time of day, that is most popular for meetings to happen.

Across all industries and locations, Tuesday between noon and 1pm US/Eastern, is also the most popular day and time for meetings to happen.

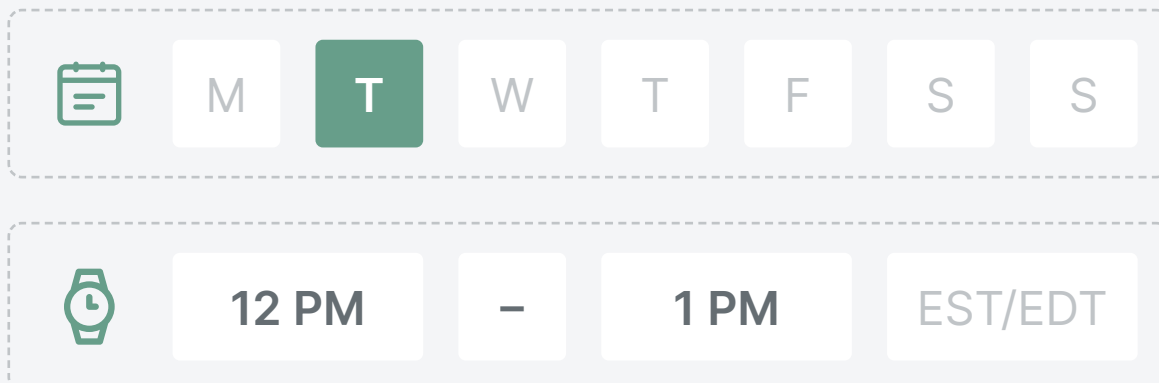




The most popular day/time
for **meetings to happen**

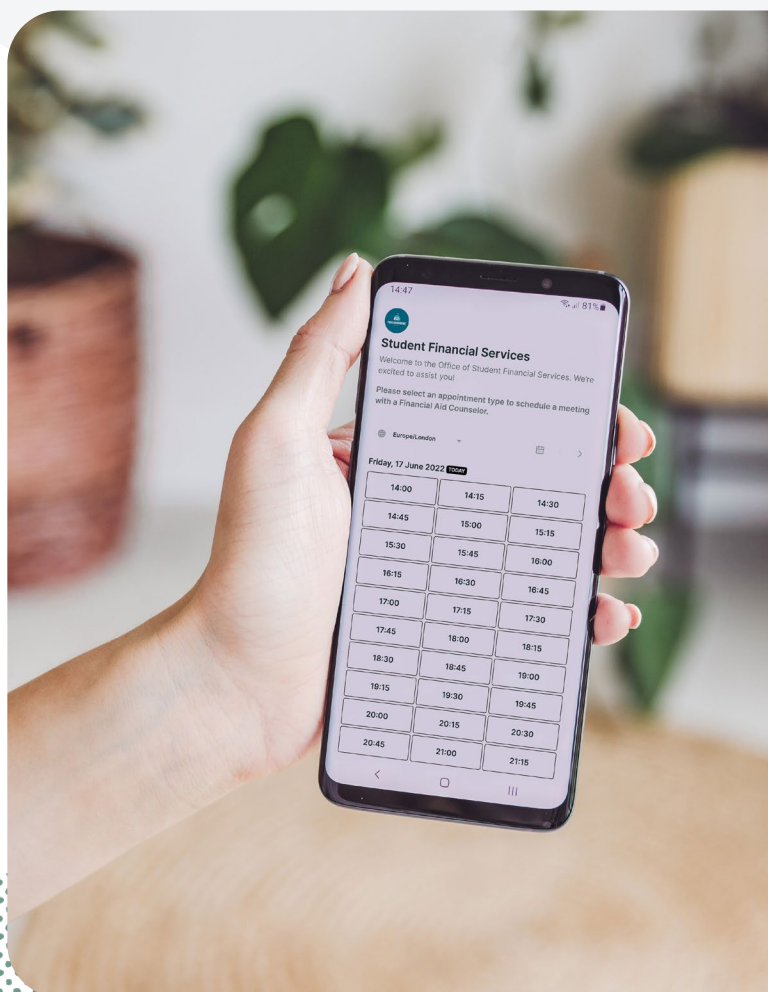


The busiest day/time
for **taking bookings**



Source: YouCanBook.me

This data underlines the pressing need for online scheduling software to be both customizable and mobile responsive. If you are offering online bookings, you must be available to take and offer bookings when your customers are most active.





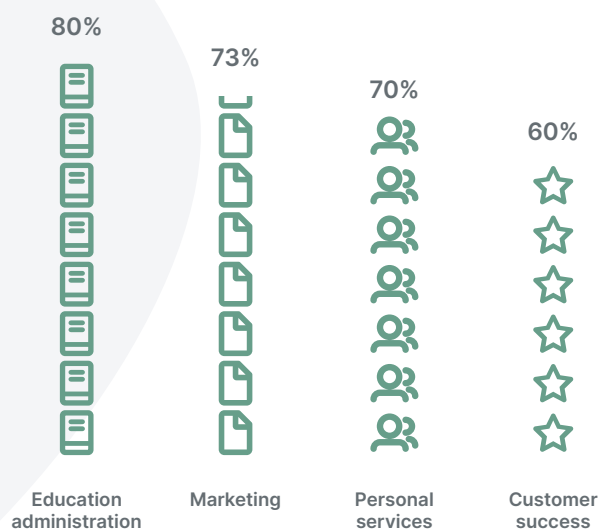
Online scheduling's four biggest benefits for business

1

Online scheduling is a key resource for productivity

More than 65% of our respondents felt strongly (4 or 5 on a scale of 1-5) that online scheduling is the secret weapon that helps them get their job done.

This was particularly the case for respondents in Education Administration, Marketing, Personal Services and Customer Success.

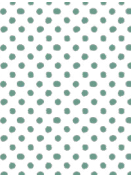


Source: YCBM online scheduling survey 2022

When asked directly what impact online scheduling has had on their business, **45% mentioned seeing higher productivity, reduced costs and streamlined operations.**

These improvements come from automating the low-value tasks associated with scheduling meetings, like:

- having to send multiple back and forth emails to find a time
- adding booker information into a CRM
- setting up video meeting links
- sending reminders
- following up after a call



Online scheduling allows me to..

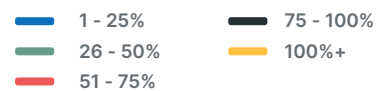
- ✓ concentrate on other work
- ✓ spend less time on scheduling and more time helping my customers
- ✓ devote that time and energy to tasks which provide more client value
- ✓ streamline my logistics so I can focus on what I do best

Source: YCBM online scheduling survey 2022

Online scheduling increases bookings for most businesses

Almost 50% of our respondents track the impact that online scheduling has on bookings. And they are clear that offering online bookings has helped to increase their bookings.

A whopping 70% of those respondents told us their bookings increased by more than 25% since they started offering bookings online. And more than a third claimed an increase of 50% or more.



This impact is most pronounced for users in **Marketing** departments and **Coaching**.

60%

in **marketing** have seen bookings increase by more than 50%

50%

of respondents who identified as **coaches** saw a 100% increase in bookings.



3

Online scheduling saves time

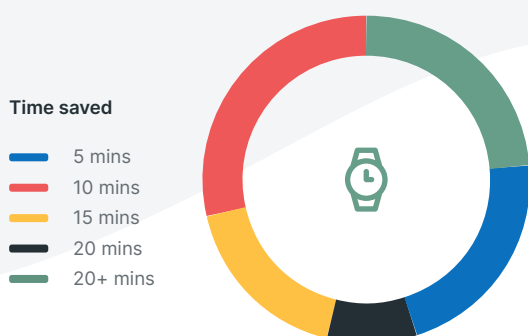
Many people simply aren't aware of how much time they can save by eliminating the low-value tasks associated with scheduling meetings.

Our 2022 survey shows that online scheduling delivers dramatic time savings for users. 100% of all respondents who are tracking time savings say online scheduling saves them at least 5 minutes per booking they take.

That means if those people take 24 bookings a week, they're saving 8 hours a month that can be spent on other, more value-adding activities.

Three quarters of respondents said they save 10 minutes or more per booking.

A third see 20 minutes or more saved for every booking they take.



Coaches and HR professionals in particular benefit from the time gained by using online scheduling. In both categories, 50% of respondents say they see more than 20 minutes saved for each booking.

No more no-shows

A direct contributor to these levels of time savings is the reduction of no-shows that are seen by respondents across the board.



More than 65% of respondents say they have fewer no-shows as a results of offering online bookings.

Source: YCBM online scheduling survey 2022

Digging a little deeper, that increases to 68% in the Education sector, and 77% for respondents who identify as working in Sales.



4

Online scheduling fosters a better customer experience

Customer experience has been a business buzzword in the 2020's. [Studies repeatedly show](#) that a positive experience with a business creates more loyal customers who are willing to spend more and recommend to friends.

Our survey results indicate that online scheduling can be a contributing factor in creating that positive customer experience.



In addition, respondents agree that online scheduling can help to drive more sales and improve customer engagement.

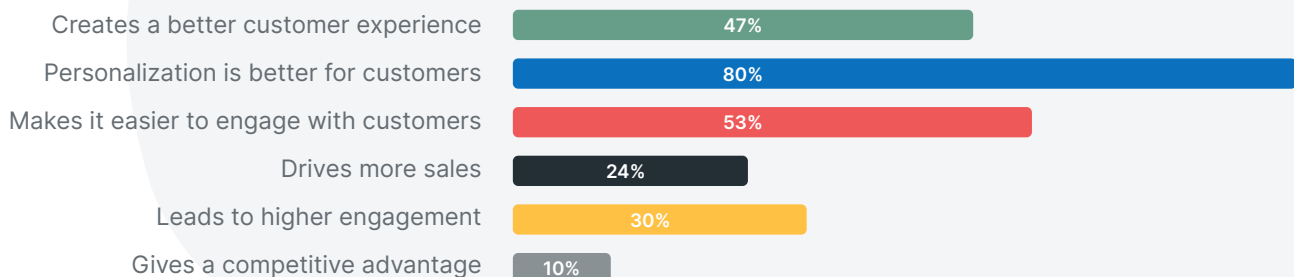
80% mentioned being able to [personalize](#) their booking notifications has improved their customers' experience.

>50% of respondents said online scheduling makes it easier to engage with customers. This rises to 79% for those in Sales and 80% for Customer Success.

47% said offering online bookings has created a better overall customer experience.

5% said they believed online scheduling was a deciding factor when customers were choosing between them and a competitor, with another 5% saying online scheduling was a reason customers recommended them. These figures rise to 15% for Coaches.

What impact has online scheduling had on your business?





What impact has online scheduling had on your business?

- ✓ Allowed us to offer a more boutique sales experience to our customers
- ✓ Empowers bookers to make their own appointments
- ✓ Offers a smooth, professional experience without adding complexity
- ✓ Improves the customer experience while saving me time

Source: YCBM online scheduling survey 2022



Teams see an even greater impact from online scheduling

Whether it is small teams of five or ten people, or large departments with hundreds of employees, respondents say online scheduling allows better management and coordination between team members helps teams to be more productive enables more effective customer interactions.

Our survey illustrates how a [centrally-managed online scheduling tool](#) can help teams systematize the scheduling process. This results in a more structured approach that helps to maintain an organization's

brand while automating tasks. As a result, there is less duplication of effort, and team members are able to focus on the areas that require their expertise.

Our survey also highlights specific teams that benefit most from using online scheduling.

Sales, Recruiting, Customer Onboarding and Higher Education teams were most represented in the survey.

90% of respondents agree or strongly agree that **online scheduling helps their team to be more organized.**

76% of respondents agree or strongly agree that using online scheduling **makes their team more productive.** That rises to 100% for teams in Marketing, Higher Education Administration and Human Resources roles.

72% agree or strongly agree that offering online bookings **lets team members focus on more important tasks.** 100% agree or strongly agree when the teams are in Marketing, Higher Education Administration and Human Resources roles.

66% of respondents agree or strongly agree that using online scheduling helps their team **achieve its goals.**



What impact has online scheduling had on your team?

- ✓ It helps my team achieve our goals
- ✓ It allows us to focus on other aspects of the business that require hands-on contact
- ✓ It helps us to provide a better service and be more efficient
- ✓ It encourages potential clients to schedule consultations before we've even spoken with them

Source: YCBM online scheduling survey 2022

Online scheduling features businesses rely on most

Not all online scheduling tools offer the same features. Our respondents outlined the features they value most for their online bookings. Anyone looking for an online scheduling option should make sure these are part of the offer.



1

Customizable booking forms

A huge 83.5% said a customizable booking form is their top feature. An intake form can be used to ask specific questions for individual booking pages.

Booking forms can serve many purposes. They:

- **gather information ahead of time** so you can be fully prepared for every meeting
- **help filter out unsuitable bookers** or those who should be using a different booking page
- **collect data** that can be used to **personalize communications** with the booker
- include pre-filled and hidden questions to **improve the customer experience** and pass data to other systems



I used to ask a lot of questions to make sure they weren't booking with the wrong person, or for the wrong amount of time. I needed to filter those students out myself. Now that the questions are on my booking page, they're guided into **giving me that information without me getting involved.**

Angela Plank
Missouri State University

[View the case study](#)

My team really likes being able to **gather information before the meeting.** Now they know who they're going to meet and what they'll need.

Joost Gipman
Randstad/TempoTeam

[View the case study](#)

Customizable notifications

74% of respondents named automated notifications, including reminders and follow-up messaging, as a must-have feature.

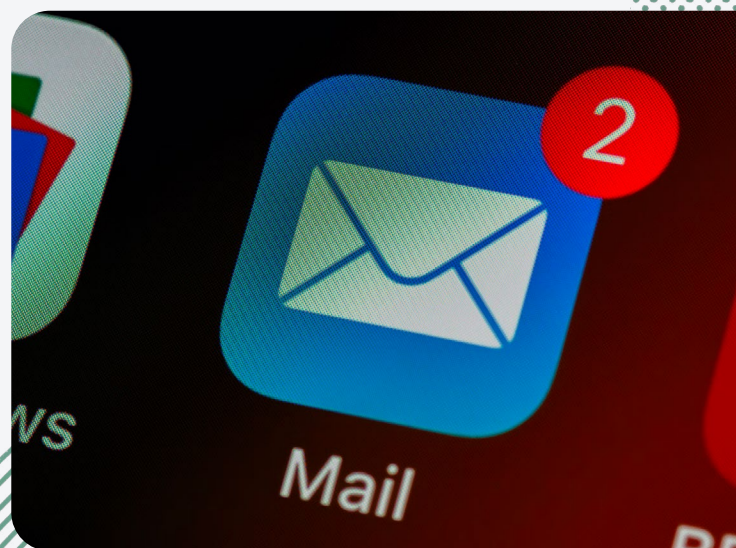
Automating notifications is a major contributor to the time savings that so many respondents have seen. They no longer have to manually confirm or remind clients about upcoming meetings. And they can send bookers detailed information like directions and what to bring, cutting down on phone calls.

Unlimited notifications allow you to send detailed information, timely reminders and follow-up communications at exactly the times that suit you and your customers.

An important component of customizing notifications is the ability to [set tags for individual questions](#). 35% valued this feature as a way to insert information from the booking form questions into emails and SMS messages so they are tailored for each booking.

In the reminder email, I ask people to think ahead about the one thing they really want to focus on. It's almost like a CRM, where I'm **automating emails so they get information** before they meet me.

Sheri Gazitt
TeenWise

[View the case study](#)



3

Friction-free cancel and reschedule options

61% named giving clients the ability to cancel or reschedule their bookings without having to get in touch as a significant benefit of using online scheduling.

4

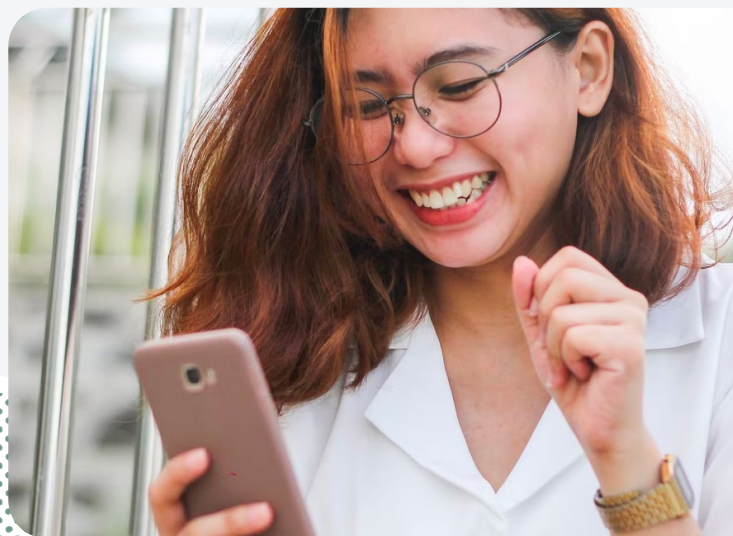
Flexible availability options

A lot of people don't have static schedules that repeat week after week. 58% of respondents said being able to [easily adjust availability to accommodate frequent schedule changes](#) was a big plus of online scheduling.

5

A choice of appointment types on one booking page

35% liked the option to [offer more than one kind of booking on a booking page](#). Being able to include a menu of meetings with different lengths or prices makes the scheduling process easier for clients. And it allows for those customizable notifications that can be tailored to each type of meeting.



“Appointment types help us make things really straightforward for the student because they can select from different options depending on what is required. And it helps staff as well; they know just by looking at their calendar what each meeting is about.”

Brittany Wise
Missouri State

[View the case study](#)

6

Personal branding

32% valued being able to add their own branding to a booking page. Keeping [brand colors, logo and tone of voice](#) maintains the brand reputation you've worked hard for, whether or not the page is embedded in your website.

7

Flexible booking page placement

28% appreciated having [flexibility to share their booking page](#) in multiple places. Successful users of online scheduling might embed their page in their website, add a link to their email signature, place a QR code on a poster, pin the page to their social media, or add a Book Now button to a webpage

8

Integration with video conferencing tools

25% say having their online scheduling tool [automatically generate a unique link for each meeting](#) is an essential feature. This eliminates the manual steps of setting up and sending invitations for video calls.

We were able to stop wasting time on tasks that don't add value. Now we can start focusing on the things that actually do add value.

Gretchen Schlesinger
WittKieffer

[View the case study](#)



9

Mutual availability

10% agree that being able to [show the availability of multiple people at once](#), so the times displayed are when everyone is able to meet together, is indispensable for their team.

10

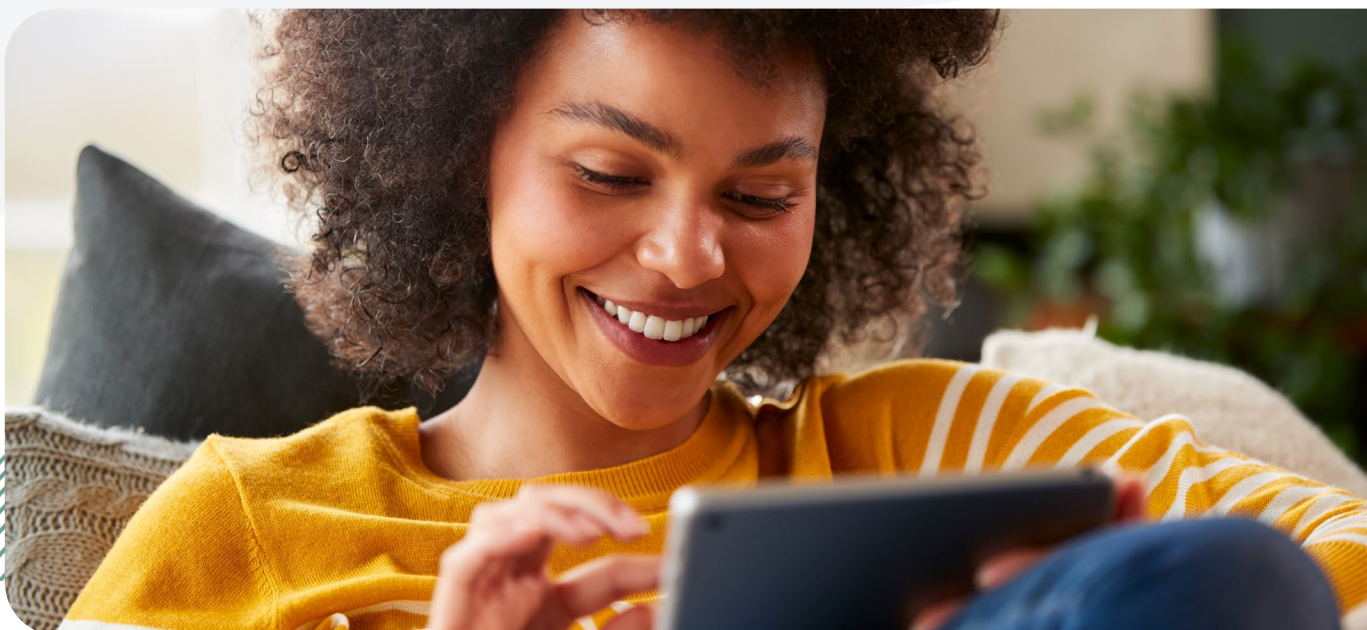
Payments

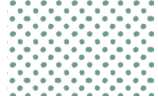
9% say being able to [take payments at the time of the booking](#) is invaluable since they know payment has gone through before the booking is completed.



Online scheduling brings benefits beyond bookings. **Booking online is a strong indicator of a sale.** It adds visibility for the staff in store. And the **data allows us to be more precise** with our business planning.

Louis-Félix Boulanger
BonLook

[View the case study](#)



Top features by industry/department

Digging a bit deeper, it is clear that individual industries or departments have different priorities in terms of required features.

	Marketing	Coaching	SaaS	Education	HR
 Notifications	73%	71%	73%	78%	71%
 Reschedule/ cancel options	67%	57%	69%	66%	42%
 Booking form	60%	71%	69%	88%	100%
 Flexible availability options	53%	86%	75%	60%	57%
 Personal branding	47%	86%	-	-	43%
 Appointment types	-	-	-	38%	-

“
Online scheduling helps me keep
my head above water!”

Source: YCBM online scheduling survey 2022



Key takeaways



Online scheduling is no longer restricted to 1-1, B2C businesses. It is now the SaaS tool of choice for companies of all sizes, operating in almost all industries.

It's effective for solopreneurs, like coaches and professional service providers, who are able to automate multiple steps for finding and communicating with customers.

Equally, it delivers powerful benefits for large teams, like those working in sales, recruitment, customer success & onboarding. These teams gain a centralized function for managing and monitoring bookings across multiple people and locations, giving them back time to focus on customer relationships.

The rewards for both business types can be measured in time savings, higher productivity and a greater focus on customers.

The ability to customize a booking experience based on the customer, client or prospect means it is appropriate for both low-touch and high-touch customer experiences. And there is no need to sacrifice your brand or voice to provide a seamless, professional experience for every booker.

As long as customer experience continues to be a core driver of growth and retention, online scheduling can be a key component in delivering it without additional effort or complexity for your business.



YouCanBook.me for fully customizable, friction-free bookings

YouCanBook.me offers easy to use online scheduling for teams of 1 or 1,000.

Eliminate the low value tasks of scheduling meetings and focus on what you do best.
We've got you covered for multiple types of appointments, separate locations and
different languages.

24/7 online bookings that create an outstanding customer experience every time.



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