



Appointedd's Annual Booking Data Report

"The data provided by Appointedd enables our clients to plan ahead, drive efficiency, and understand crucial intricacies of their business operations"

Leah Hutcheon, CEO

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Glossary of terms

Learn the Appointedd lingo

A service

A service is the “appointment” that a customer books. It can be anything from an event, a meeting, an appointment for personal shopping, an MOT, a webinar – the sky’s the limit!

A resource

A resource is the person, place, or thing that is required for a booking. This could be the consultant that someone is booking with, or the room needed for the booking, or a tool needed to complete the booking. There is a calendar for each resource within an Appointedd account.

Make a booking

When a customer goes online to book a service.

Attend a booking

When a customer attends the service they booked.

Booking widget

A booking widget is the interface where customers make the booking. This can be placed on your website, mobile app, or any web-enabled platform. You can customise your widget to show certain services, and to have specific steps in your booking flow.

Booking flow

A booking flow is the series of steps a user goes through to book with you. This can start with clicking a call to action (book now!), through to picking the day/time, answering questions, uploading files, and giving consents. The flow can be made completely custom to each service.

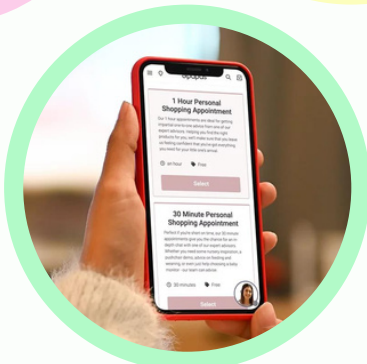
Introduction

Welcome to the Appointedd Annual Booking Data Report. This report provides in-depth analyses of the booking trends across various industries and countries, using data collected from the Appointedd platform over a 12 month period, '22-'23.

Covering global industries across 167 countries, this report provides a detailed look at the key trends and emerging patterns in online booking behaviours.

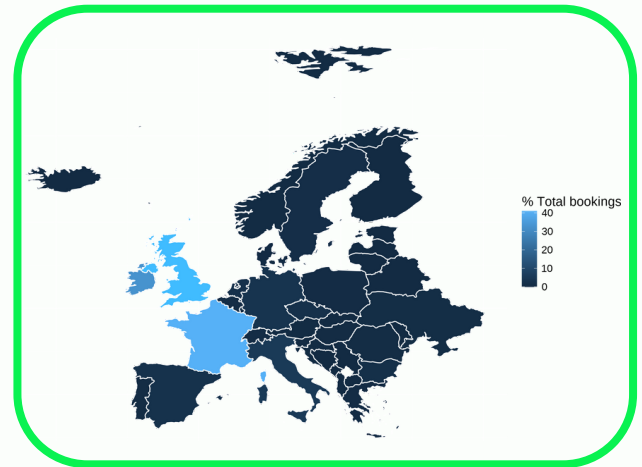
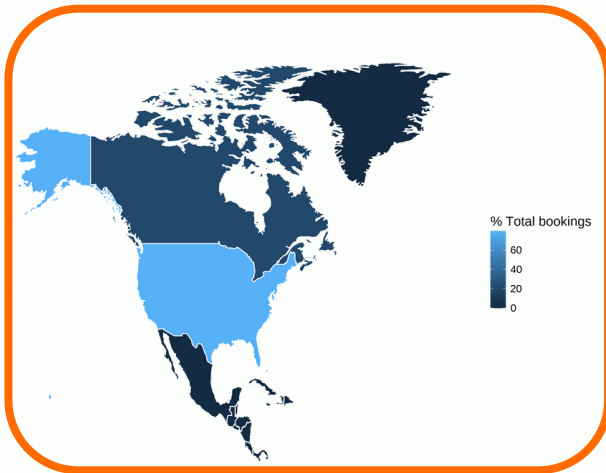
Leading companies as diverse as LEGO, EDF, Charlotte Tilbury, G4S, and two of the Big Four consultancies use Appointedd to enhance customer experiences and innovate their digital offering. With over 10 years' experience in online booking and scheduling, we have seen organisations harness valuable data to inform their customer offerings. Charlotte Tilbury has worked with Appointedd for three years, after increasing their booking numbers by 235% in their first quarter with us. One leading global asset manager uses Appointedd to digitally transform their internal operations. And leading car companies across the UK use Appointedd to see an extraordinary sales numbers, with one client achieving an ROI of over 59,000%.

In this report, we share insights on customer behaviour and on how your company could use online booking to improve customer engagement, operational efficiency, and drive ROI.

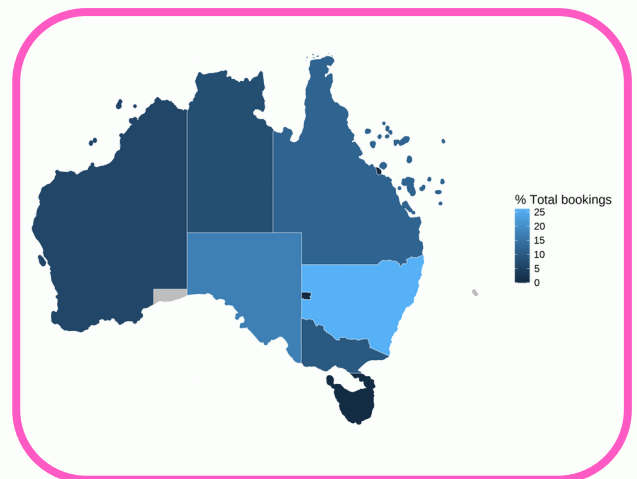


Who is accounted for?

Global insights from 90% of the world's countries



Appointed powers booking in 167 countries, with the majority coming from European and North American countries



Insights captured across 31 industries

The analysis provided in this report covers bookings made across over 3,500 companies within 31 different industries.

Of those industries, retail and beauty account for almost half of the data. Just over half of this report's data spans across 29 other industries.



Highlights



Monday, Tuesday, or Friday are the most popular days for people making a booking.



The most popular times for people to go online and make a booking is between 9am-11am.



Most industries typically see people booking 1-14 days in advance, with the exception of businesses that work in the trade, and music industries. Here the time bookings are made in advance can be between 3-8 months.

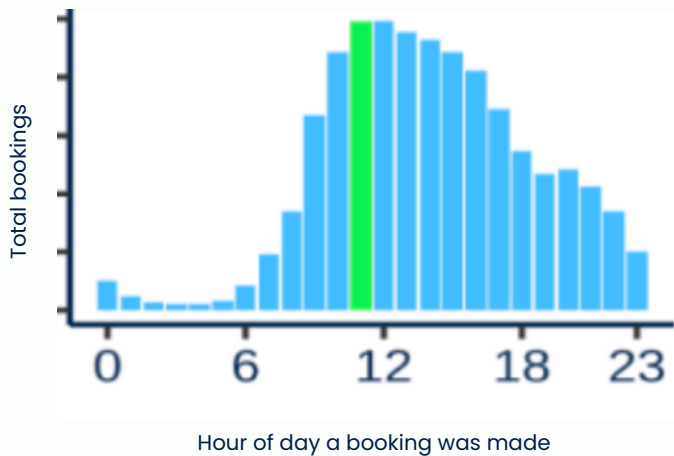
FRASERS
GROUP

"We use Appointedd across a few different Frasers Group fascias (House of Fraser, FLANNELS, and Evans Cycles). Having the data to back up the investment is so important to building out our strategy and our understanding of how our customers' needs vary between brands. Appointedd allows us to build unique customer journeys for each brand, and the data helps us optimise each one for performance."

Frasers Group

Trends in Retail

Lunch hour and coffee breaks – peak time for forward planning?



Bookings are most often made around 11am/midday. The number of bookings made remains high through the rest of the day to the early hours of the morning.

People are booking appointments when they go online shopping.

While the intention is shopping online, consumers are enticed to book an appointment during the shopping process.

Bookings are most often made three days in advance, meaning people are planning ahead when they intend to go shopping in-person. This results in higher basket values as people have notionally attributed a spend to the planned trip.

Trends in appointment attendance in retail



The most popular hour for bookings to occur is during traditional working hours, peaking in the middle of the day (11AM-1PM). This suggests that a bulk of appointments throughout the week are done during lunch hours.

Utilisation insights like these enable retailers to flex rotas and capacity to account for peak times and maximise appointments.

Client case study

How our data keeps Evans Cycles ahead of the competition



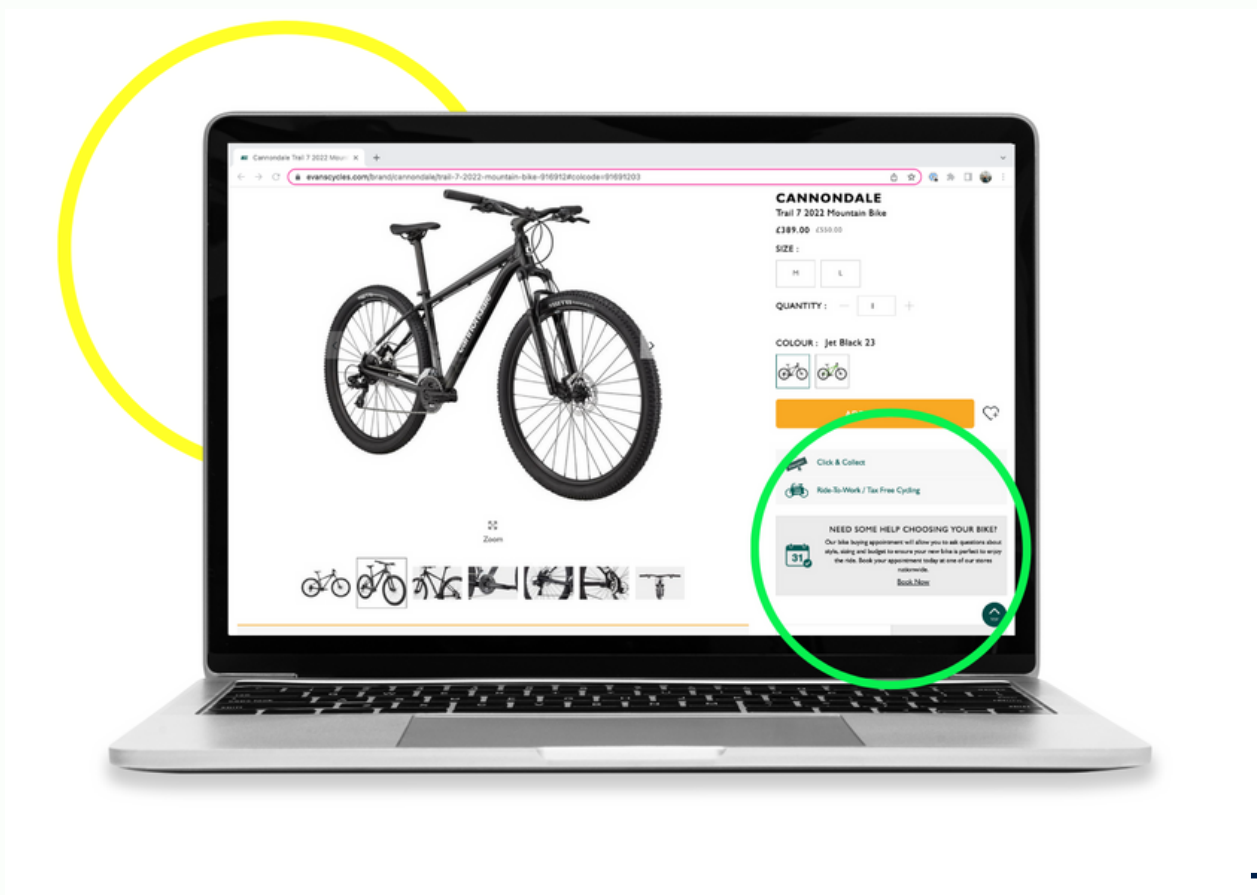
"The data we get from Appointedd is essential to developing our overall omnichannel strategy. It allows us to fully measure and qualify each change we make, and ensure we're always testing and learning to improve our customers' experience."

Matthew Atkinson, Head of Cycling Strategy

The result?

390%

increase in appointments when customers were offered the option to book directly from a product page



Trends in Retail

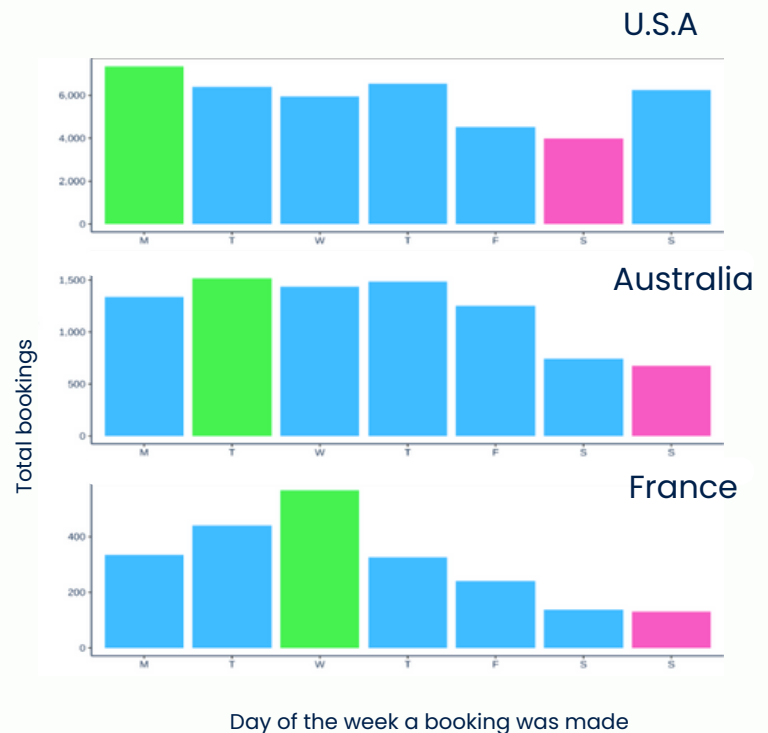
Culture and habit have a huge impact on trends in retail. In this report, we found trends across North America and Australia differed greatly from the UK and Ireland, and the Middle East.

NorAm & Australia

In North America and Australia, people are most likely to make their booking early in the week, on Monday or Tuesday, and then attend their retail appointments towards the end of the working week, on Thursdays and Fridays.

United Kingdom

In the U.K. and Ireland people tend to plan slightly further in advance, booking on a Monday, for the appointment to take place on the following Saturday.



The desire for flexibility remains popular worldwide, but varies once analysed on a more granular level.

Across the globe, people book the majority of their appointments for later that day. This suggests people want extra support in-store or online, but don't necessarily want to be locked into a schedule too far in advance.

Personalisation is key. Customers who had a high level of personalisation reported amazing ROI...

110%

of people buy more items than they planned

20%

would recommend the brand to others specifically because of the personalisation

40%

spent more than they planned

Client success stories

Utilising data to test for the best performing customer journey



"The data we get from Appointeddd is absolutely essential to how we understand our customers. When we launched our Buying for Baby appointments, we needed to know how the message was resonating with customers: when were they booking, when were they shopping, how were they shopping? With Appointeddd, we had access to all the data we needed in order to make informed decisions about how we promote the service and tailor it further to meet our customers' needs."

Chris Greenwood, Chief Information Officer

The result?

98%

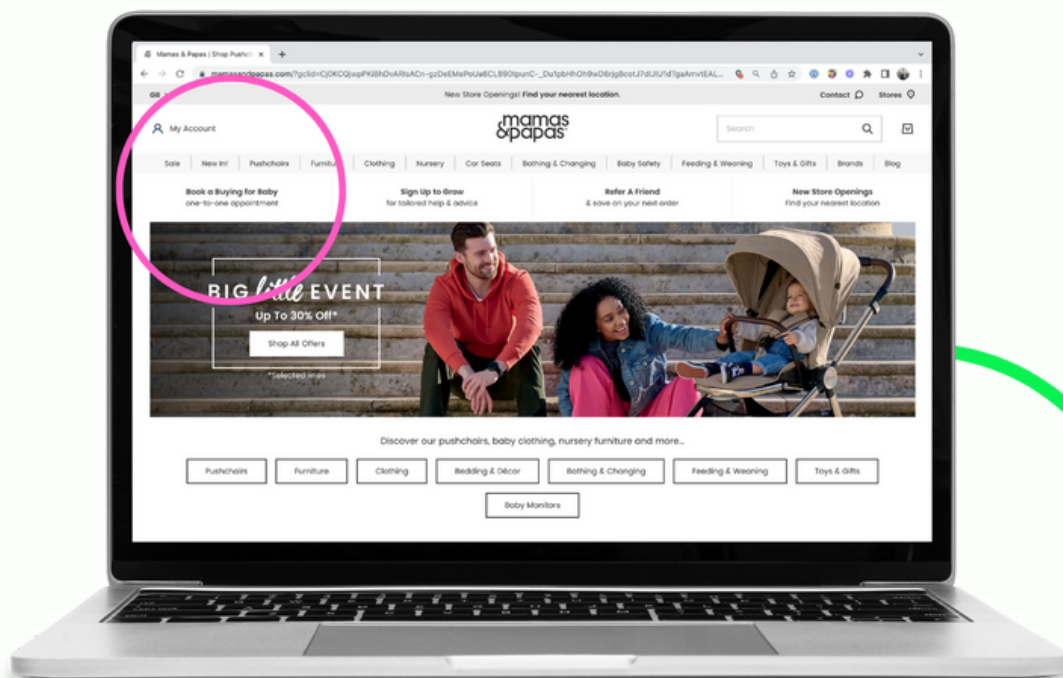
attendance
rate

45%

conversion rate
from appointment
to sale

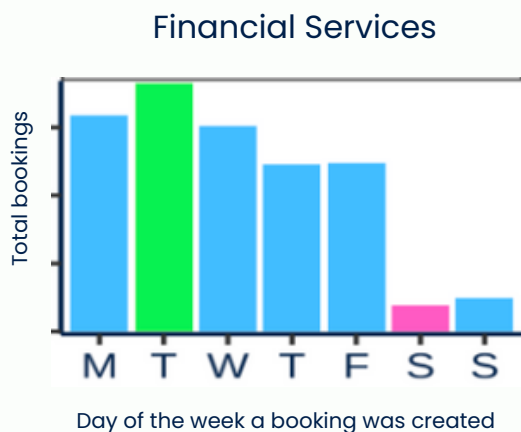
~10K

appointments
booked in 3
months



Trends in Professional & Financial Services

Servicing the scheduling needs of busy professionals



The most popular day to make a booking is Tuesday, with fewer bookings being made at the weekend.

Office bookings are most often made at 11pm – likely people booking meetings last minute before the next morning.

The most popular day for bookings to occur is Tuesday, with bookings remaining relatively high throughout the week and dropping off on weekends.

For companies who identify under Professional or Financial Services, the most popular hour for bookings to occur was 10am-11am, dipping over lunch, and increasing again in the afternoon.



The ROI on investing in a booking solution is undeniable...

94%

A massive 94% of customers would be more likely to find another business where they can book online due to pain points of scheduling admin*

9x

An Appointedd client saw a 9x higher conversion when performing an A/B test with vs a traditional webform

10

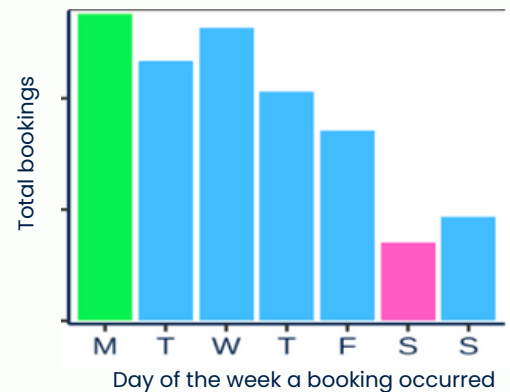
Trends in automotive

Appointedd powers bookings for multiple leading automotive OEMs and dealerships to drive revenue and enhance customer experience.

Organisations use Appointedd to book test drives, sales appointments, and VIP events, MOTS and car servicing.

When it comes to planning their automotive appointments, people most often make bookings on Mondays, while Saturday has the lowest booking traffic.

Data shows, on average, people are booking their services about a week in advance, and the most popular hours to make bookings are between 10am and 4pm. Many people are thinking about and booking car sales and services during traditional working hours, perhaps because dealerships are encouraging bookings in quiet times.



Most bookings occur in the morning after 7am, which aligns with the service offering of customers being able to drop their car off before the working day begins.

Our data found that bookings most often occurred on a Tuesday, with bookings remaining very high throughout the working week and dropping off significantly on the weekend.

Automotive companies that invest in online booking stay ahead of the competition...

£27m

of car sales generated
in six weeks directly
from booked
appointments

Up to **100%**

attendance rate on
appointments for brands
that tailor their booking
journey

Trends in education

This data reflects students booking time with tutors, study rooms, or other tools to facilitate their education.



Data shows that students are making appointments for classes and tuition every day of the week, with Monday, Tuesday, and Wednesday having the highest amount.

Some of our highest numbers of bookings are made after 6pm fall under the education and classes and tuition sectors. Students are less rigid in their workday, and will plan their schedule later in the day.

Our data found that bookings most often occurred on a Tuesday, with bookings remaining very high throughout the working week and dropping off significantly on the weekend.

Given that these services are for students, it makes sense that bookings reflect the school week.



Students and youths are at the forefront of the shift towards a digital first world...

46%

of bookings were made
outside of regular
working hours

66%

decrease in
cancellation rate

Trends in experiences

Experiences booked using Appointedd range from distillery tours, to live shows, to city tours. This industry represents the things that people are typically pre-booking for fun.



Our data found that bookings most often occurred on a Saturday. Unlike many other industries, Fridays and Sundays were the two next most popular days, showing that people are most often booking their events and experiences over the weekend.

Most bookings occur in the morning at around 10am, or in the late afternoon from 3pm-6pm. People are booking experiences to attend early in the day, and between meal times.



"We've partnered with Appointedd to facilitate bookings for Liberty shop appointments, tours, and events for three years. The level of customisation Appointedd offers allows us to ensure customers experience the luxury they expect from the brand every time they interact with us. We're able to bring virtual shoppers in-store and take it a step further by connecting our customers directly with the artisans Liberty has stocked and supported throughout its history through events like our wreath making events, and our live art experience."

Liberty London

Trends across geographies

Appointedd recorded bookings in 167 different countries last year. When we look more closely at all of those bookings, certain trends emerge in different geographies.

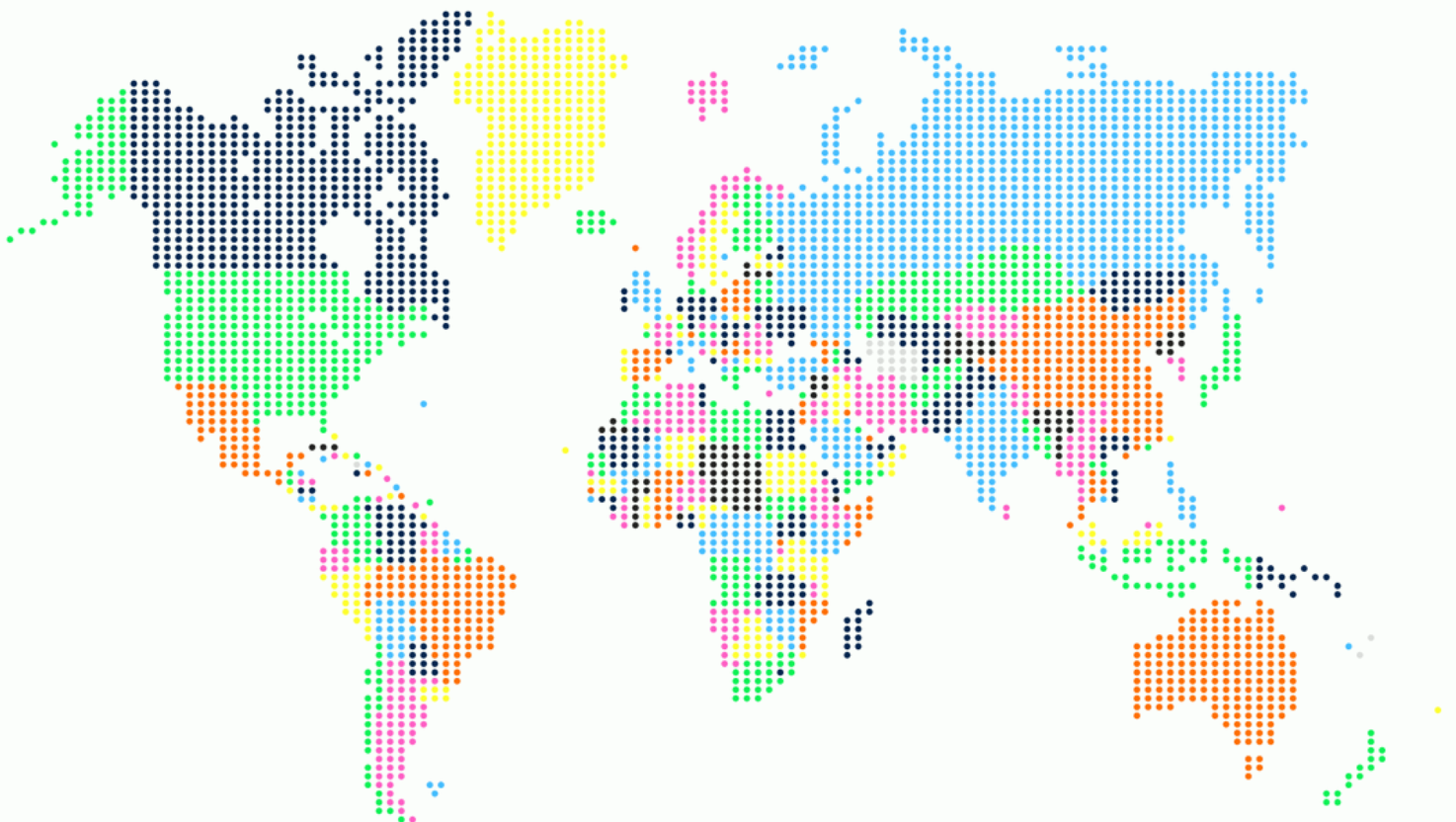
In this report, we'll be looking at trends in user behaviour from the moment a booking is created, to the moment it is attended in each region (UK, EMEA, APAC, and NorAm).

UK

EMEA

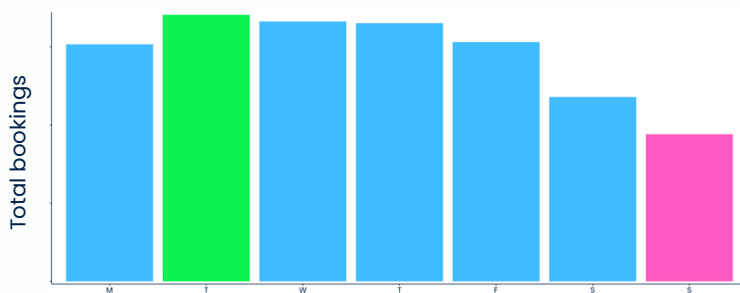
APAC

NorAm



Trends in the UK

Most popular day for bookings made

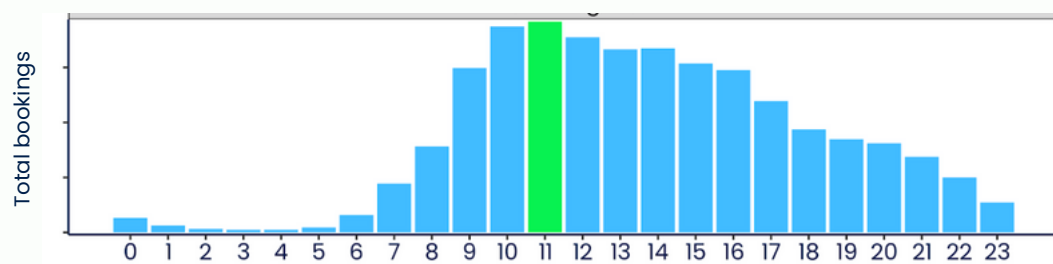


Day of the week a booking was made

Tuesday is most popular, with Wednesday and Thursday close behind. We can assume that most bookings made on Tuesday are made in advance – Tuesdays are a big day for planning!

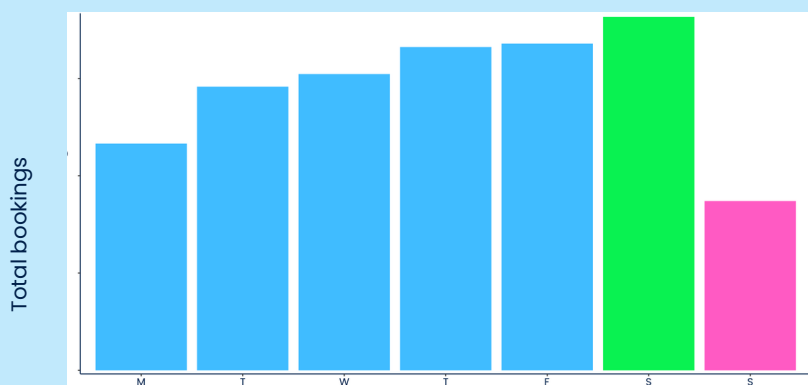
People are most often going online to book during the midday hours, between 10am–2pm, peaking at 11am.

Bookings made per hour



Time of day a booking was made

Most popular day for bookings to occur

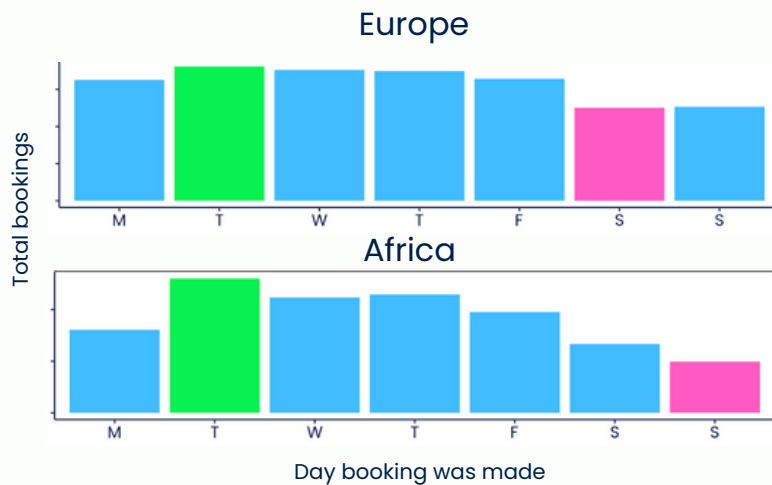


Day of the week a booking occurred

When it comes to attending appointments, Saturday is the most popular day for bookings to take place, whilst Sunday is least popular.

The majority of appointments take place within working hours 9am–6pm, peaking in the earlier hours between 10am–11am.

Trends in EMEA

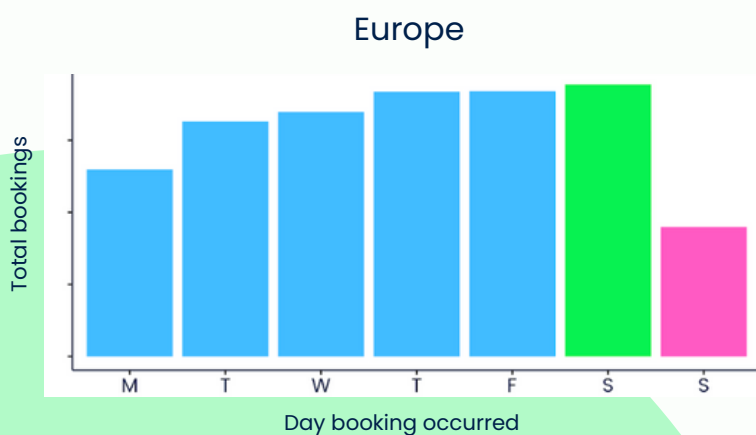


In both Europe and Africa Tuesday was the most popular day to make a booking.

In the UAE, most bookings were made and occurred on a Monday - these were typically same day appointments.

Across EMEA, the most popular hour for bookings created is 11am, with data from the Middle East skewing slightly later at 12pm

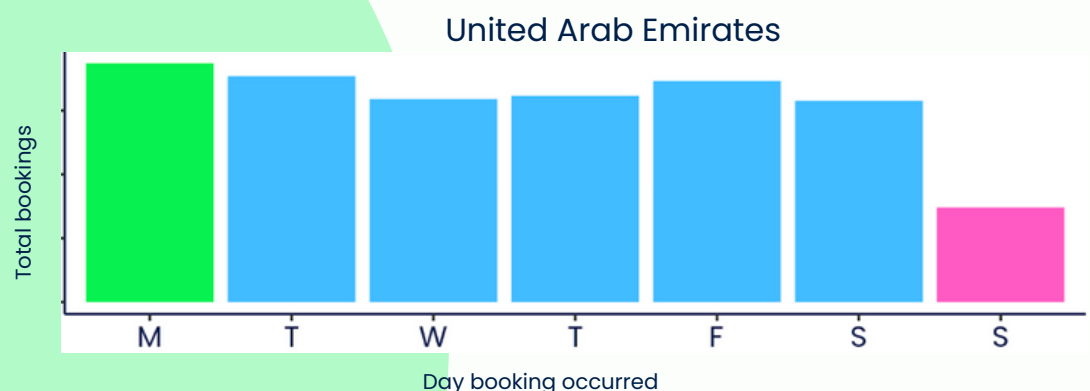
Trends in appointment attendance in EMEA



In Europe, Saturday is the most popular day for bookings to take place, whilst Friday is most popular in Africa. Across the board, Sunday is the least popular day.

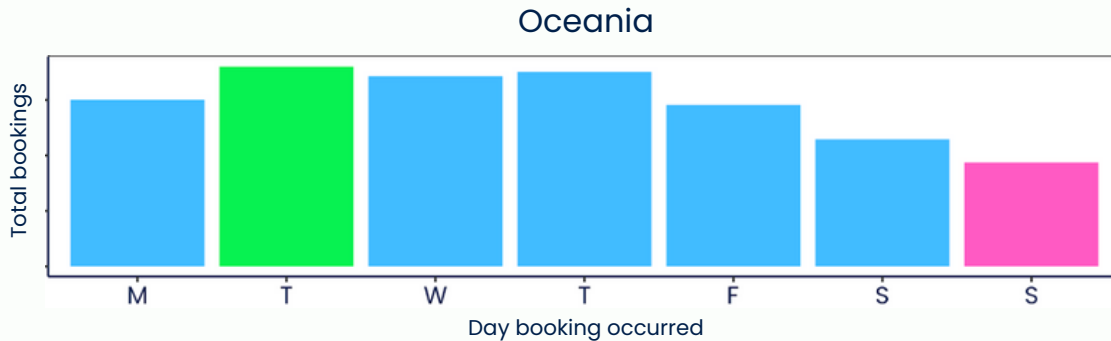
While Thursday - Saturday all have very high booking dates, we shouldn't necessarily see this as a "weekend" trend. Across the region, the weekend fluctuates between Friday-Monday.

Unlike Europe and Africa, the most popular day for bookings is Monday in the UAE.



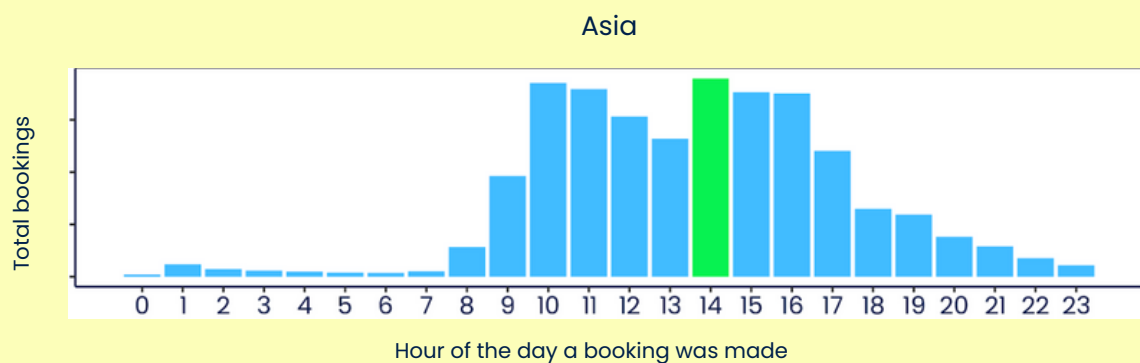
Trends in APAC

Most popular day for bookings to be created was the same across APAC



There is more variety between regions in APAC. Most bookings in Asia occurred on Monday through to Thursday, with low bookings on weekends.

In Oceania most bookings occurred on Thursdays and Saturdays, with Sunday and Monday having a much lower number of bookings.



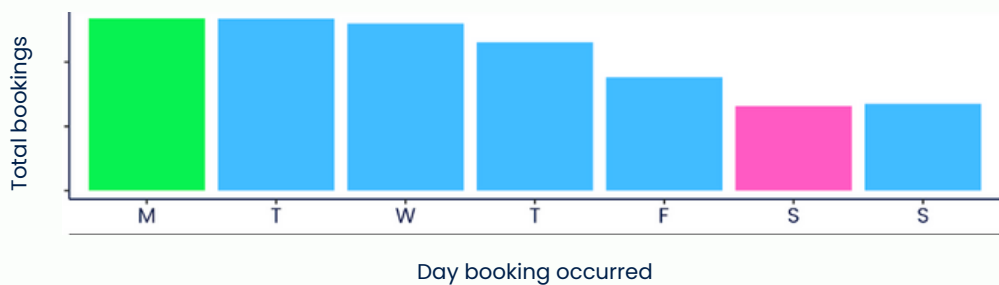
Most popular hour for bookings to occur

Unlike most other global territories, Asia's most popular hour for scheduling bookings was 2PM. In Oceania, on the other hand, the time most often used to schedule bookings is similar to the rest of the world at 10AM.

Trends in NorAm

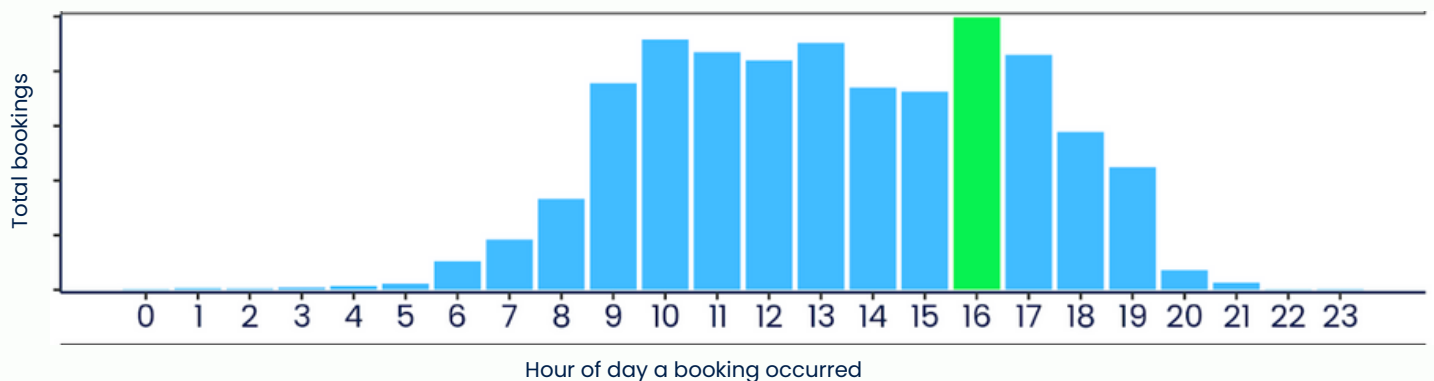
Slight preferential differences across the U.S.A. and Canada

Most people in North America go online to make a booking early in the week (Monday or Tuesday). Around 12pm is the most popular time for creating an appointment, suggesting people are looking over their lunch hour.



Across North America, people prefer to keep their weekends free and fit appointments around the working week. Midweek is the most popular time for to be made, and attended.

United States of America



In the graph you can see that people in the U.S.A are attending most of their bookings between the hours of 10AM and 5PM, spiking around 4PM.



Our data shows that Canadians, unlike Americans, are more likely to attend appointments over lunch (11am-1pm), leaving their evenings free.

What our clients love about Appointedd

"Online appointment booking is a must-have. I think every single retailer across the country should have it – if they don't, they're missing out on a huge customer base."

CHISHOLM HUNTER
SINCE 1857

One of the
Big Four
consultancies

"I'm sitting in Silicon Valley. I could build any software I want, or buy any software I want, but I'm being told by my colleagues in the UK that Appointedd is the best scheduling platform in the world."

It's the people we work with at Appointedd – nothing is too much to ask. I get an email back within an hour. They're just brilliant."


VICTORIA'S SECRET

Charlotte Tilbury

235%

increase in
booking numbers
from their first
quarter to the
second

"Our partnership with Appointedd has truly supported our mission to connect and deliver an easy-to-use premium beauty experience with our global customers everywhere! Whether we're interacting in person or online, we want to bring a one-of-a-kind experience to everyone! Wherever they are, our customers can discover and enjoy our suite of Charlotte Tilbury skincare and make up products and experiences with ease."

Unlock revenue with 24/7 scheduling

Ensure you are offering bookable services online to transform website browsers into loyal, paying customers

1,083%

increase in booking numbers in first month with Appointedd

100%

conversion from booked appointment to sale

Stay ahead of the competition and adapt to market evolutions by constantly innovating and adapting the bookable services you offer

30%

average increase in basket value when introducing virtual services

360%

increase in online customer inquiries

Consistently monitor and drive return on investment through valuable, business critical data

1,300%

increase in appointment driven revenue year on year in their first year

57%

increase in service driven revenue year on year

Speak to an expert



Book a call [here](#)

[Read our case studies](#)

Keep in touch

hello@appointedd.com