# appointedd

# Annual Booking Data Report

"The Data Insights provided by the Appointedd platform are pivotal for our customers, and play a key role in shaping our business strategy.

Appointedd's Annual Data Report represents a curated view of valuable data, enabling organisations to plan, streamline, and grasp vital intricacies of their business operations.

We can't wait to support you in utilising this report to help deliver elevated customer experiences in 2024 and beyond."

Leah Hutcheon
CEO and Founder

# Contents

# Introduction

Appointedd's booking and scheduling solution has been saving businesses time since 2011. Although we call Edinburgh home, we deliver value on a global scale. Having powered millions of bookings for appointments and events in the last 13 years, we're acutely aware of the massive strategic impact that online booking data can have for our clients. Especially when refining and honing the services they provide, as well as streamlining their internal operations.

Appointedd has always worked across a wide range of industries, with a specialisation in retail, automotive, and financial services. Understanding consumer behaviour and trends in scheduling is critical for businesses aiming to offer best-in-class customer experience and prioritise operational efficiency. As Appointedd's mission states, *We power the best customer journeys that lead to the best customer experiences. Digital first, human always*.

Appointedd's 2024 Annual Data Report is a comprehensive guide uncovering significant booking trends observed across our platform throughout 2023. With the potential for a 30% to 45% overall revenue boost with appointment scheduling software (Yolantis), opportunity abounds. The demand for omnichannel customer experiences coupled with the need to drive efficiency across the board has skyrocketed the impact of online bookings, revolutionising how businesses operate.

Drawing from our global data from 2023, spanning bookings taken from 177 countries and across 431 registered timezones, it's clear that the impact of appointment scheduling has a global reach.

The United Kingdom and Ireland, the United States, and Australia emerge as key players in our report, showcasing some of our highest booking numbers. Furthermore, this report delves into consumer habits to consider possible consumer preferences and offer a detailed analysis of the most popular days for bookings, patterns in booking creation, the prevalent issue of no-shows, and preferred booking times.

Each Appointedd client has access to their own unique data insights within Appointedd, and we are always delighted to see the way our clients utilises these insights to refine and inform their strategies. We hope by compiling all the annual data from our platform, organisations considering Appointedd, just getting started, or veteran users alike, will be able to spot similarities and differences in global booking trends. We are confident that businesses will benefit from comparing these broader insights with their own insights and customer behaviours. As such, we have collated market-wide and sector-specific insights, accompanied by actionable recommendations, empowering you to meet and exceed your customer expectations. And we're delighted to feature a handful of our client case studies, which we've collated to showcase how businesses leverage Appointedd to continuously achieve remarkable results, providing practical examples of the lasting impact our product can have. With this report and our wider industry collaboration, we hope to not only impart valuable insights, but inspire action.


Appointedd CEO and Founder, Leah Hutcheon

# Insights: when bookings are being made

In this section we take a holistic look at all the data across several industries, to determine when bookings were made. Appointedd is utilised across a wide number of industries, and although predominantly focused on retail, financial services and automotive, we also have a number of clients in the Professional Services, Recruitment and Healthcare industries, alongside many more. This wide and diverse data set enables us to understand when bookings were made, offering invaluable insights into consumer behaviour and scheduling patterns.

This section is split into three parts, covering monthly, daily and hourly trends in our booking creation data. Booking creation refers to the moment when an appointment or event is scheduled by the customer or end user, marking the conversion point at which a potential customer interacts with a business. It provides a snapshot of when customers engage with businesses, offering crucial data for understanding peak periods when bookings might be made, and insights into customer preferences.

Throughout this section we dissect booking creation trends visible in our data, revealing peak booking times, shifts in customer behaviour, and opportunities for strategic action.

From identifying optimal engagement windows to leveraging insights for targeted promotions, businesses will gain actionable intelligence to drive growth and success.

Continue reading to discover the key insights from our analysis, empowering you to make informed decisions and stay ahead of the curve.

**7 seconds** 🕐
Appointedd's booking flow is optimised to take bookings in as little as 7 seconds

**46%** ↑
**increase in bookings** since introducing Appointedd

Photo by Bhavik Nasit, Unsplash
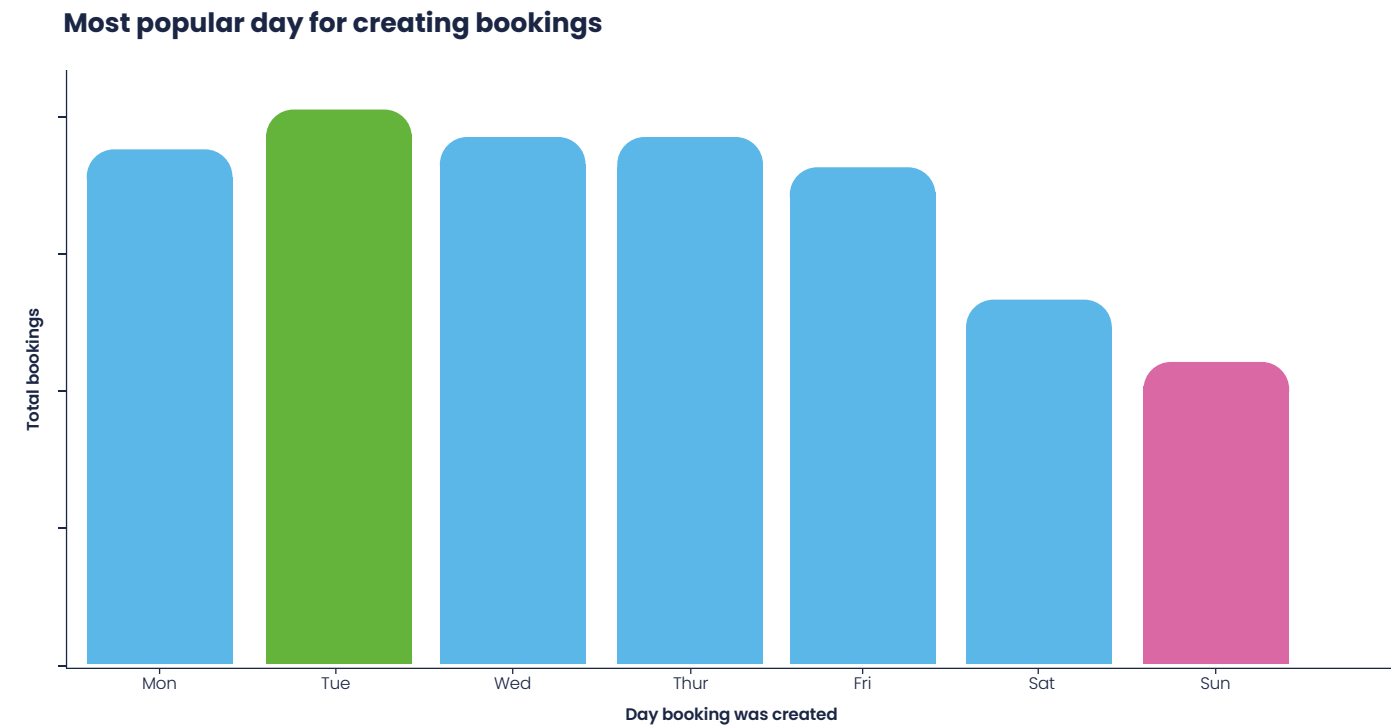
# Insights: month on month

## Key insights

- **Booking creation stability:** Booking creations were fairly similar throughout 2023
- **March and mid-year increases:** There is a slight surge in March and in the middle of the year from July to November.
- **February dip:** There's a noticeable dip in February.
- **August peak:** August was the peak booking month in 2023
- **Autumn plateau:** September and October maintain high booking levels, slightly decreasing in November.
- **End-of-year decline:** December sees the lowest levels of bookings. This drop could be attributed to the festive season, where consumers are more focused on holidays than booking services, or businesses closing for the year-end.

### Total bookings created 2023



*Chart: Total bookings (y-axis) by Month (x-axis) — Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec*

*August*

# Trends: bookings made per day

### Most popular day for creating bookings



*Chart: Total bookings (y-axis) by Day booking was created (x-axis) — Mon, Tue, Wed, Thur, Fri, Sat, Sun*

This section of the annual data report delves into booking behaviour trends observed over the week regarding the creation of bookings, suggesting possible customer preferences behind the habits observed from users as they interacted with Appointedd. It is important to note, these trends can be influenced by a variety of factors, not just consumer behaviour.

## Overview of weekly booking creation trends

The data demonstrates a clear trend for creating bookings during the weekdays, with a noticeable decline as the week progresses towards the weekend. We suggest some possible factors that might affect this trend, but there could be other factors, beyond user behaviour, that affect the booking data.

## Weekday dominance

We found that the week starts strong with the total number of bookings created on a Monday, indicating a robust beginning as users plan their week. However, Tuesday surpasses Monday, becoming the peak day for booking creation. This might suggest that after settling into the week, people are more inclined to start booking appointments and events, making Tuesday the most popular day for this activity.
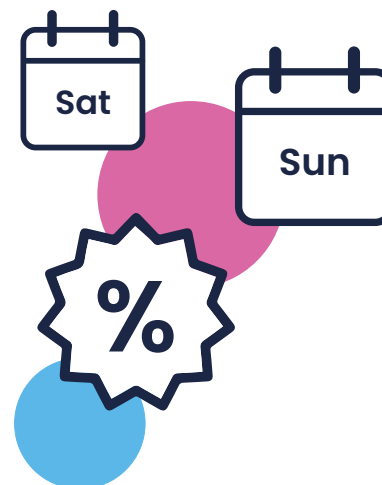
Wednesday holds steady, only slightly behind Tuesday, suggesting a continued interest in mid-week planning. By Thursday, there is a noticeable dip, suggesting that as the week progresses, the urgency or need to create new bookings slightly diminishes.

## Transitioning into the weekend

Friday marks the beginning of a sharper decline in booking creation. This trend could reflect a shift in focus towards the weekend, with less emphasis on planning future appointments or activities. The weekend itself sees a significant drop in booking creation activity, with fewer bookings created on Saturday and a further decline going into Sunday.
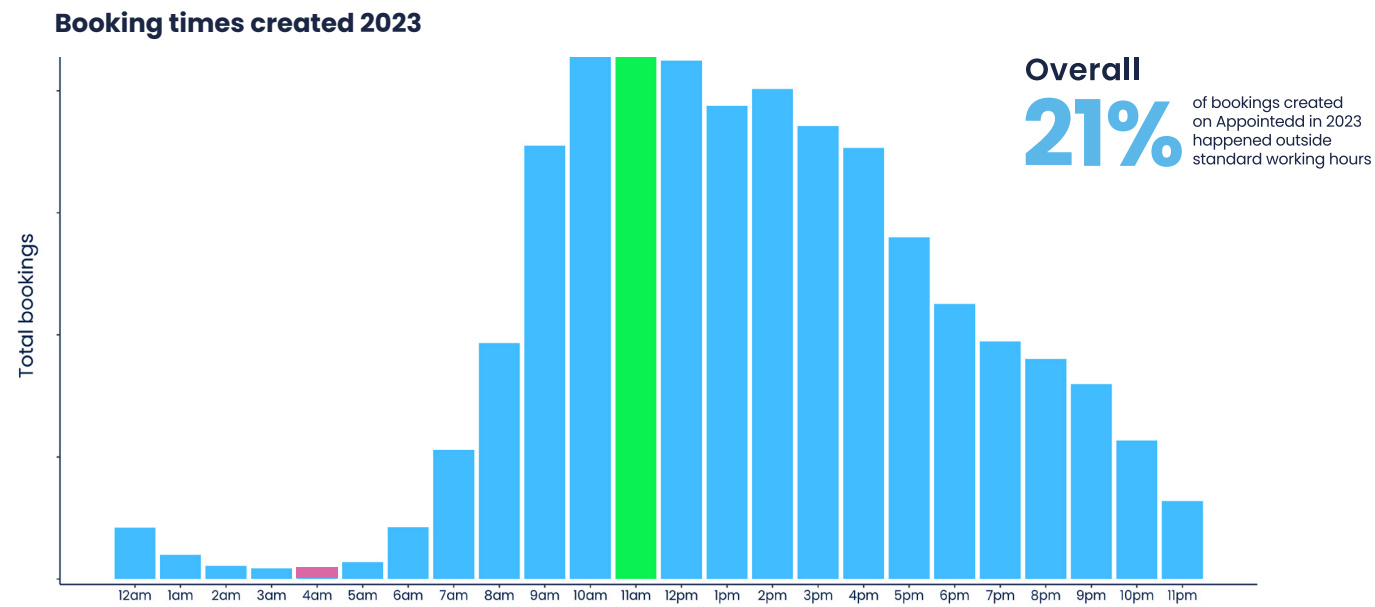
## Implications for businesses

Understanding these patterns is crucial for businesses taking and managing their appointments and events, and ensuring they are capturing active and engaged audiences. The data suggests that early to mid-week **(Tuesday and Wednesday)** are optimal times to focus marketing efforts and ensure availability to capture the peak of bookings being created. Additionally, the weekend's lower engagement levels highlight an opportunity to encourage people to make bookings through promotions or special offers.

*Tue* *Wed* *Sat* *Sun* *%*

# Trends: bookings made per hour

**Booking times created 2023**



Total bookings

12am 1am 2am 3am 4am 5am 6am 7am 8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm 9pm 10pm 11pm

## Overall
# 21%
of bookings created on Appointedd in 2023 happened outside standard working hours

## Insights: when in the day bookings are being made

• **Peak booking times:** From our booking creation data we can see a significant surge in booking activity in the middle of the day, with the highest recorded bookings created between 10am and 12pm. This trend of consumers booking more appointments late in the morning might suggest that consumers are taking advantage of breaks, aligning booking activities with the start of their day or after completing early morning routines.

• **Morning surge:** We see booking activity really start to take off in the early hours of the morning at 6am. Between 6am to 7am bookings more than double, and then increase twofold again between 7am and 8am. This sharp rise continues through the morning, showing a prevalence of appointment bookings during the first half of the day. This morning surge could suggest that early hours are crucial for catching the attention of potential bookers, thus businesses could benefit from ensuring that their services are prominently available and marketed during these hours.

• **Evening decline:** We can see from noon onwards there is a gradual decline in bookings, with numbers remaining relatively high until 3pm, after which there is a noticeable decrease from 4pm onwards into the night. However, there is still a considerable amount of bookings made during the evening hours. This trend could suggest that a segment of the customer base prefers to book appointments later in the day or early evening. Other factors might also have an impact, such as customer's daily schedules and availability to create bookings.

• **Late night and early hours of the morning bookings:** Utilising Appointedd's multi-timezone detecting software, we have aggregated this data to showcase the local timezone in which the bookings were made. We can see a large number of bookings made between midnight and 5am in our 2023 data, Thus highlighting the essential requirement for organisations to offer the capability to book online 24/7 to ensure they do not miss out on engaged customers and prospects.

## Strategic recommendations

1. **Targeted marketing efforts:** Marketing campaigns can be scheduled to run during or just before peak booking times to capture customer attention when they are most likely to schedule appointments.

2. **24/7 online booking systems:** Given the significant number of bookings made outside of traditional business hours, ensuring that online booking platforms are user-friendly and operational 24 hours a day is crucial for capturing late-night and early-morning demand.



Appointedd booking tools
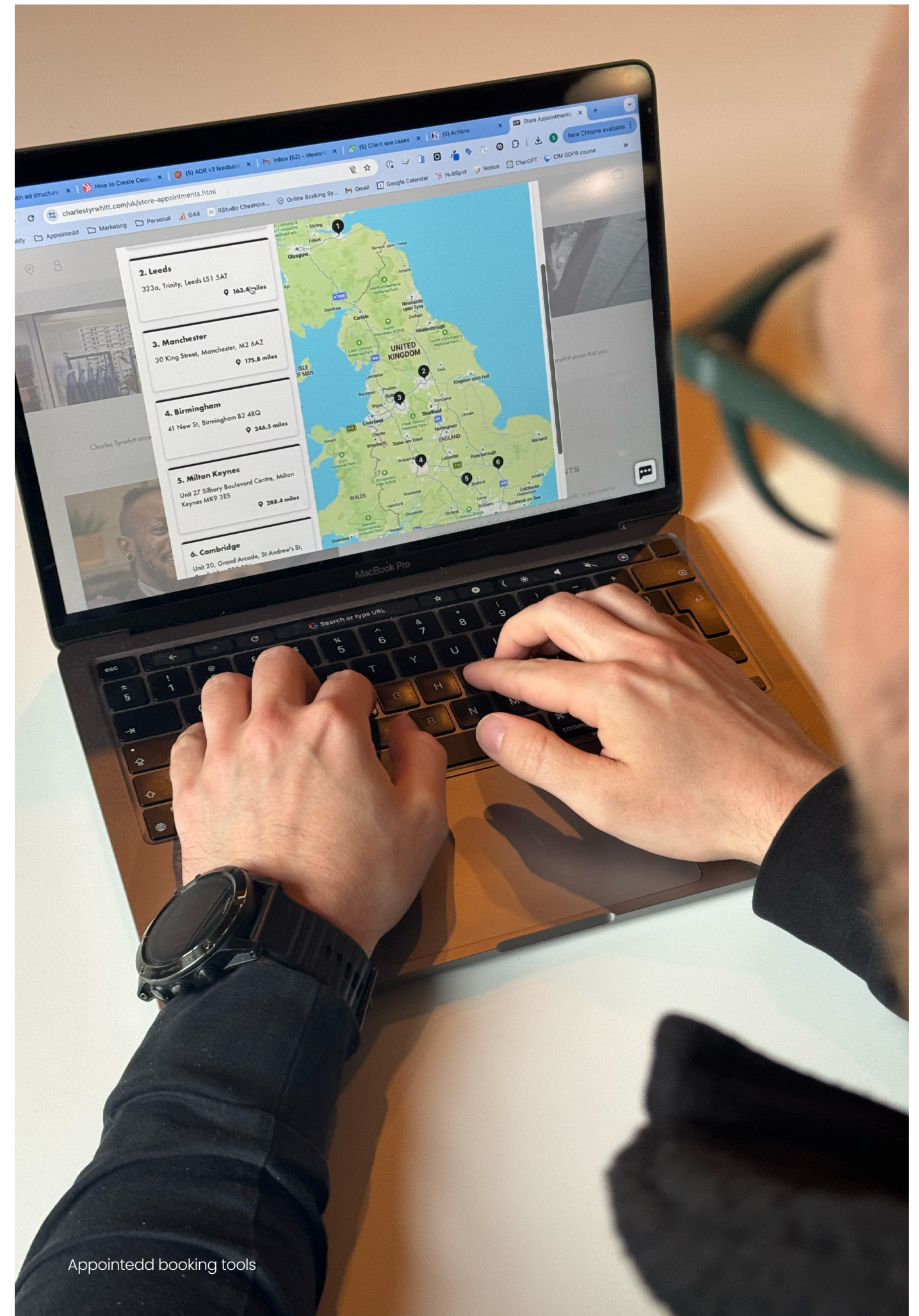
# Insights: when bookings are taking place

Businesses using Appointedd are able to utilise our software to predicate and manage demand for their services. As such, the data around when bookings are taking place is key to their business operations.

Booking occurrence refers to the specific time and date when appointments actually occur. Unlike booking creation, which marks the initiation of the scheduling process, booking occurrence reflects the execution of the appointment or event, shedding light on peak activity periods and customer utilisation patterns across a wide range of industries.

Analysing booking occurrence trends offers businesses a wealth of strategic advantages. Many organisations utilise Appointedd to understand the peak trends and times in which appointment demand is high, to inform staffing and team rotas and schedules. By understanding when bookings are most likely to materialise, businesses can optimise resource allocation and improve overall operational efficiency. Moreover, insights into booking occurrence enable businesses to anticipate demand fluctuations, and enhance customer satisfaction through timely service delivery.

We uncover booking occurrence trends, unveiling peak times for bookings to take place, fluctuations in customer demand, and opportunities for service optimisation. From identifying optimal staffing levels to implementing targeted promotional activities, businesses can gain actionable intelligence to elevate their performance and exceed customer expectations. Continue reading to uncover key takeaways from our analysis, empowering you to make data-driven decisions.

Our highly experienced Client Success team have worked with organisations to ensure the Data Insights taken from Appointedd are quickly and efficiently translated and aggregated alongside team capabilities, to ensure a great customer experience and an engaged workforce.

**Saturday** the most popular day for bookings

**100%** capacity continuously powering sell out events

**October** most popular month for bookings and events

Image courtesy of Appointedd client Charlotte Tilbury

# Trends: when appointments are taking place across the year

## Insights: when appointments are taking place

Similar to the creation of bookings last year, the monthly trends for when bookings occurred are fairly similar month-on-month. The data does reveal a year that begins and ends with relatively lower booking numbers compared to other months in the year. This could suggest a seasonal influence, where the start and end of the year see a slowdown in consumer activity, possibly due to post-Christmas recovery and pre-Christmas preparations, respectively. As the data referenced spans across a number of industries, we don't see significant fluctuations which might have otherwise been impacted by the tax year or new vehicle registration launches.

As the year progresses, there's a noticeable uptick in booking activity, with March marking a peak, possibly reflecting a resurgence in consumer engagement as the new year settles in.
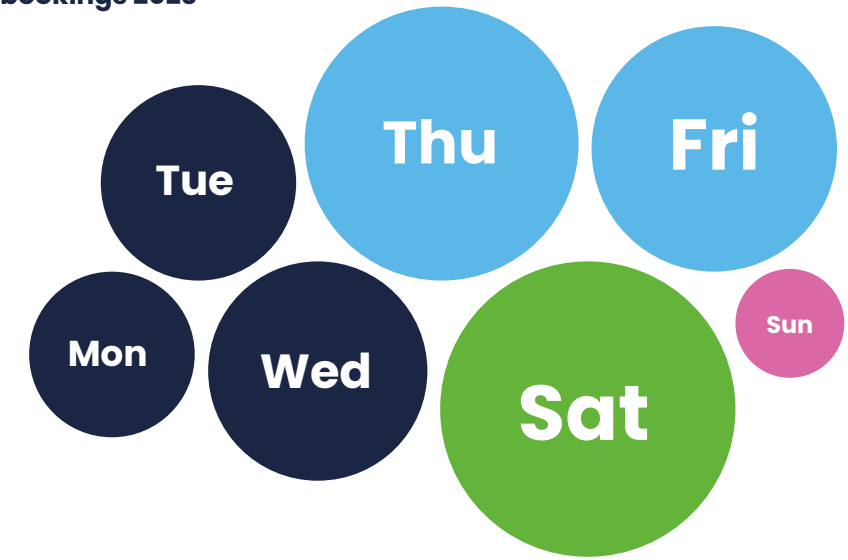
A more notable peak occurs in October, representing the highest booking activity for the year across all industries, highlighting a critical period for businesses to focus their marketing and operational strategies.

**Total bookings occurred in 2023**
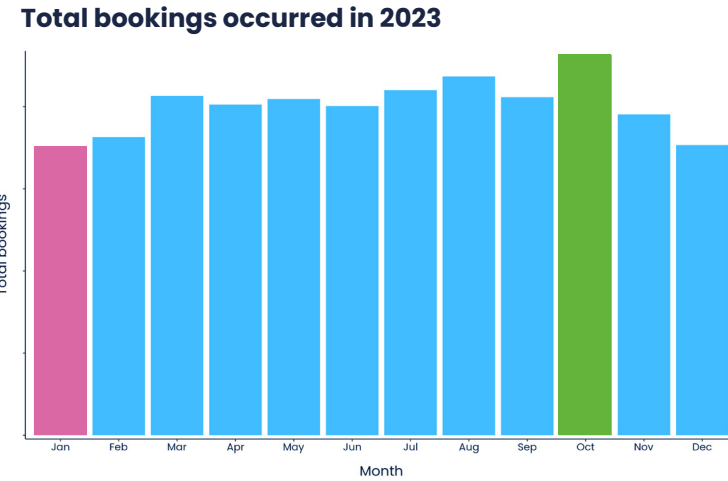


# Trends: weekly appointment occurrence

## Key Insights

**Most popular day for bookings 2023**



**Weekday dominance**
Our data indicates a steady increase in bookings from Monday to Thursday, highlighting a possible preference for mid-week activities. Monday sets a strong base for weekly booking, with a noticeable increase in bookings throughout the week, **peaking on a Thursday**.

**The significance of Friday and Saturday**
Friday follows closely behind Thursday in terms of total bookings. However, out of all the days of the week, Saturday takes the edge as the most popular day for bookings taking place. The high number of bookings on Friday could indicate a transition day where consumers are both concluding their weekly tasks and beginning their weekend activities. Saturday's popularity underscores the importance of the weekend for personal errands, leisure activities, and services that might not fit into the traditional weekday schedule. The data could suggest that while there is a significant portion of the market engaging in activities over the weekend, there's a preference for Saturday over Sunday for having appointments.

**Sunday: a day of rest**
Sunday shows a considerable drop in bookings, the lowest in the week. This could point to a trend of customers using Sunday as a day of rest or a day with limited commercial activity.

## Strategic implications for businesses

Understanding these booking trends is crucial for businesses in planning their staffing and promotional activities. The mid-week peak suggests that businesses should prepare for an increase in customer demand from Tuesday to Thursday.

**1.** **Mid-week peak:** The mid-week peak suggests that businesses should prepare for an increase in customer demand from Tuesday to Thursday.

**2.** **Special promotions:** Businesses might also consider special promotions or incentives for days with lower bookings, like Sundays, to encourage more appointment and event activity to drive utilisation.

**3.** **Tailored efforts to maximise engagement:** Tailoring services and marketing efforts based on these insights can help businesses maximise their engagement with customers and improve overall satisfaction and loyalty.

# Trends: no-shows

## What is the impact of booking and customer journey management?

Ensuring that valuable appointments and events are utilised by loyal and engaged customers and prospects is absolutely crucial. Appointedd's functionality is designed to ensure customers are regularly reminded of upcoming appointments and events. Despite this, many of the organisations we work with struggle with no-shows, which in turn limits availability and drains valuable staff time. In fact, many organisations come to Appointedd specifically to address challenges with no-shows.

In the section that follows, we delve into the prevalence of no-shows, exploring when customers fail to attend their scheduled appointments.

No-shows refer to status data stored against bookings within Appointedd and reflect instances where customers do not arrive for their scheduled appointments or bookings, resulting in lost revenue and operational inefficiencies for businesses.

Understanding when and why no-shows occur provides valuable insights into customer behaviour and appointment management practices. By identifying patterns and possible triggers for no-shows, Appointedd enables organisations to implement proactive measures to reduce their occurrence, including appointment reminders and clear re-schedule options, either via email or SMS. Moreover, insights into no-show trends enable businesses to better predict customer behaviour and in turn, cater to their needs accordingly. We invite you to utilise this collated data to compare and contrast any trends or commonalities you may be seeing in your own data.

**67% ↓**
reduction in no shows
since introducing Appointedd

**9x higher**
conversion than using a web enquiry form

**Bespoke**
communications to customers who repeatedly no show

# Insights: volume of no-shows in 2023

## Key Insights

The analysis of Appointedd's booking data reveals a significant aspect of customer behaviour that impacts businesses across various industries: the phenomenon of no-show bookings. This ongoing issue leads to lost revenue, not just from the no-show customer, but also other willing customers unable to book an appointment. Furthermore, no-shows result in wasted time impacting the productivity and efficiency of teams and lower customer satisfaction due to lack of availability. Moreover, no-shows reflect a gap in the engagement and commitment from potential customers.

**Monthly trends in no-show bookings**

The data reveals a noticeable variation in no-show rates throughout the year, with the highest occurrences in June and the lowest in December. The first four months of the year see lower no-show rates compared to the next seven months.

Spring months see an increase, peaking in May and reaching the highest no-show rate in June. This could be attributed to the beginning of the summer season, where changing schedules, holidays, and outdoor activities increase the likelihood of missed appointments.

The summer months maintain high no-show rates, albeit with a slight decrease from June's peak.

Autumn shows a resurgence in no-shows, especially in October, with trends decreasing towards the end of the year.

**Analysing the trend**

The consistent theme of no-shows throughout the year suggests several underlying contributing factors, including but not limited to, forgetfulness, changes in customers' plans or circumstances, or a lack of perceived consequences for missing an appointment or event. Understanding these reasons is crucial for businesses to address the root causes effectively.

**No shows in 2023**
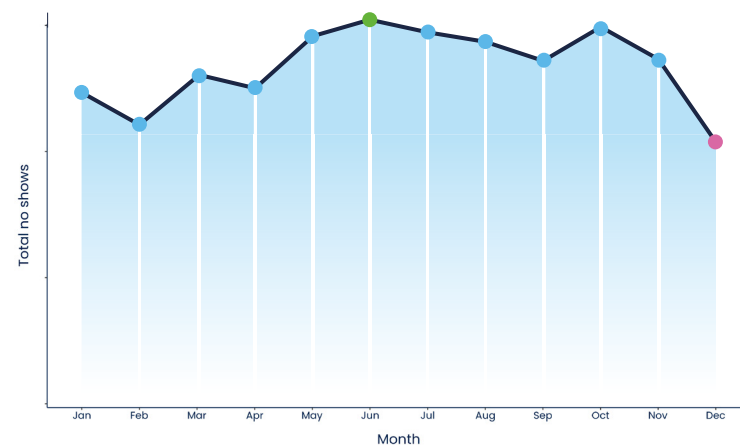


The issue of no-show bookings is a multifaceted challenge that requires a strategic approach to mitigate its effects. By understanding the seasonal dynamics, leveraging technology, implementing targeted interventions, and enhancing customer communication, businesses can significantly reduce the incidence of no-shows. This proactive approach to managing no-shows not only mitigates potential revenue loss but also strengthens the overall service quality and customer satisfaction. The data on no-show bookings from Appointedd's platform underscores the importance of addressing this issue and provides a foundation for developing effective strategies to tackle it head-on.

## How to reduce no-shows for your business

**1. Reminder communications:** No-show rates are reduced by 90% when customers receive appointment reminders (Earthweb, 2023). Implementing automated reminder systems via Appointedd's email and SMS capability significantly reduces no-show rates by reminding customers of their upcoming appointments. These reminders should be timed strategically, for instance, a week before, a day before, and the day of the appointment, to maximise their impact.

**2. Flexible scheduling and easy cancellations:** Empowering customers to cancel or reschedule rather than not show up can help mitigate the issue. Making the process simple and clearly signposted in reminder communications can facilitate this behaviour change.

**3. Adding to external calendar:** Ensuring an ics calendar file is attached to the confirmation email for customers to add the appointment to their external calendar, reducing the customer admin of remembering to add it themselves. This also includes the ability for the customer to reschedule or cancel their appointment, rather than searching to find the email to make any amendments.

**4. Deposit or cancellation fees:** Implementing a deposit system for booking appointments and events or a fee for late cancellations and no-shows can serve as a deterrent. However, this strategy needs to be balanced with maintaining a positive customer relationship, perhaps by offering the deposit as a credit towards future services.

**5. Seasonal engagement strategies:** Tailoring communication and engagement efforts to address seasonal trends, emphasising the importance of keeping appointments or rescheduling in advance during peak no-show months.

**6. Engagement and education:** Increasing customer awareness about the impact of no-shows on the business and other customers can foster a sense of responsibility and community. Personalised communications emphasising the value of the appointment and the services provided can enhance customer engagement.

**7. Incentive programs for attendance:** Introducing loyalty programs or incentives for consistent attendance can be particularly effective during months with traditionally high no-show rates.
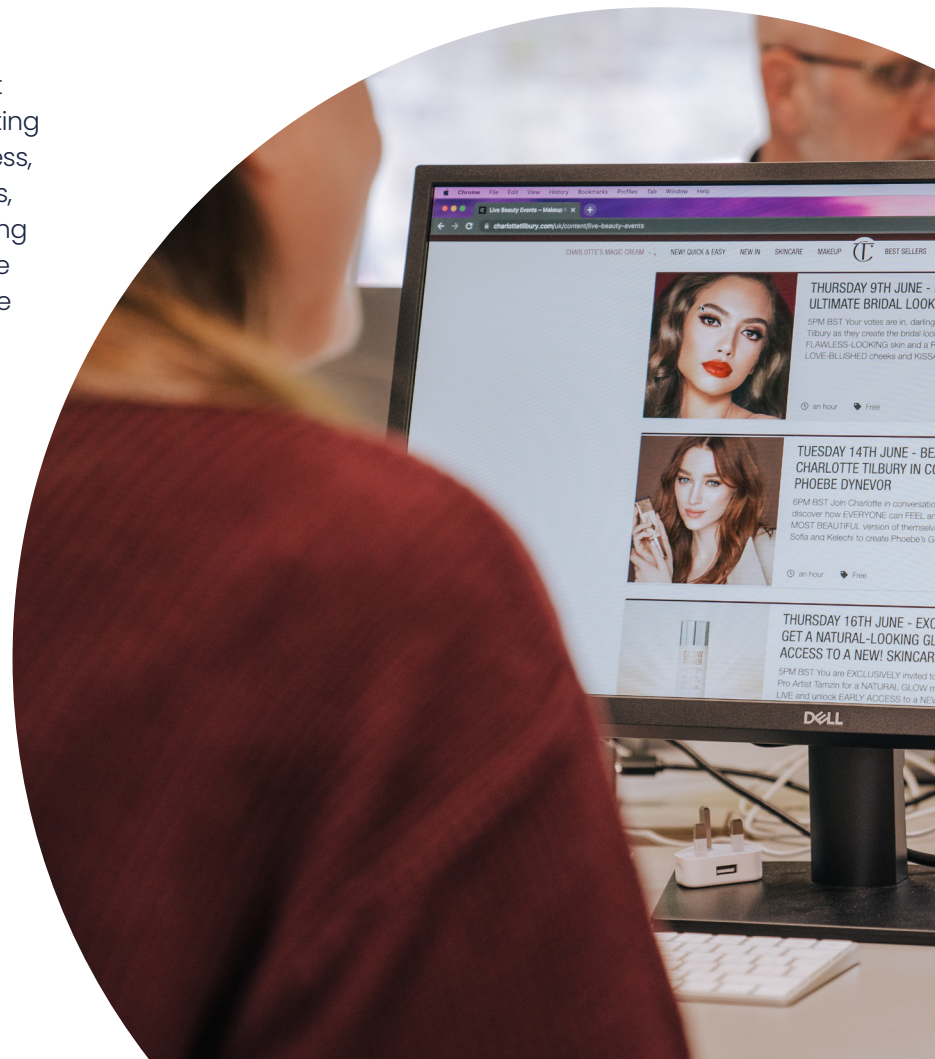
# Sector Spotlight: Retail

In the pages that follow, we focus on the unique booking patterns and consumer behaviours observed within the retail industry. This industry specific section highlights when customers engage with retailers to book appointments for services such as personal consultations, fitting appointments, or product demonstrations.

Analysing retail booking trends provides retailers with valuable insights into customer preferences and demand patterns. By understanding when customers are most likely to schedule appointments, retailers can optimise staffing levels, allocate resources efficiently, and enhance the overall customer experience.

Moreover, insights into retail booking trends enable businesses to tailor marketing efforts, drive foot traffic to physical stores, and foster long-term customer loyalty.

We uncover key insights into retail booking trends, including peak times during which customers create and attend bookings, no-show trends, and strategic recommendations based on our analysis. From identifying high-demand periods to optimising staff schedules, retailers will gain actionable intelligence to drive sales, improve operational efficiency, and deliver exceptional customer service.

## Featuring data from businesses including...

Buff City Soap

FRASERS GROUP

LIBERTY LONDON

Charlotte Tilbury

LEGO

**1,083%**
increase in appointments since introducing Appointedd

**24 hours**
bookings taken at every hour of every day, showcasing the essential requirement of an online booking solution

**June**
the highest month for no show occurrence

Image courtesy of Appointedd client Charlotte Tilbury

# Trends: when retail bookings are being made (monthly)

## Key Insights

Retail shows a distinct pattern, with bookings gradually increasing from January, peaking in September, and declining towards the year's end. This trend likely reflects consumer behaviour related to seasonal shopping, with peaks in the late summer and early autumn possibly tied to back-to-school shopping and early holiday preparations.

**Monthly bookings created 2023**

Jul

Aug

Oct

Jun

Sep

Jan

Nov

Dec

Feb

May

Mar

Apr

**Monthly bookings created 2023**
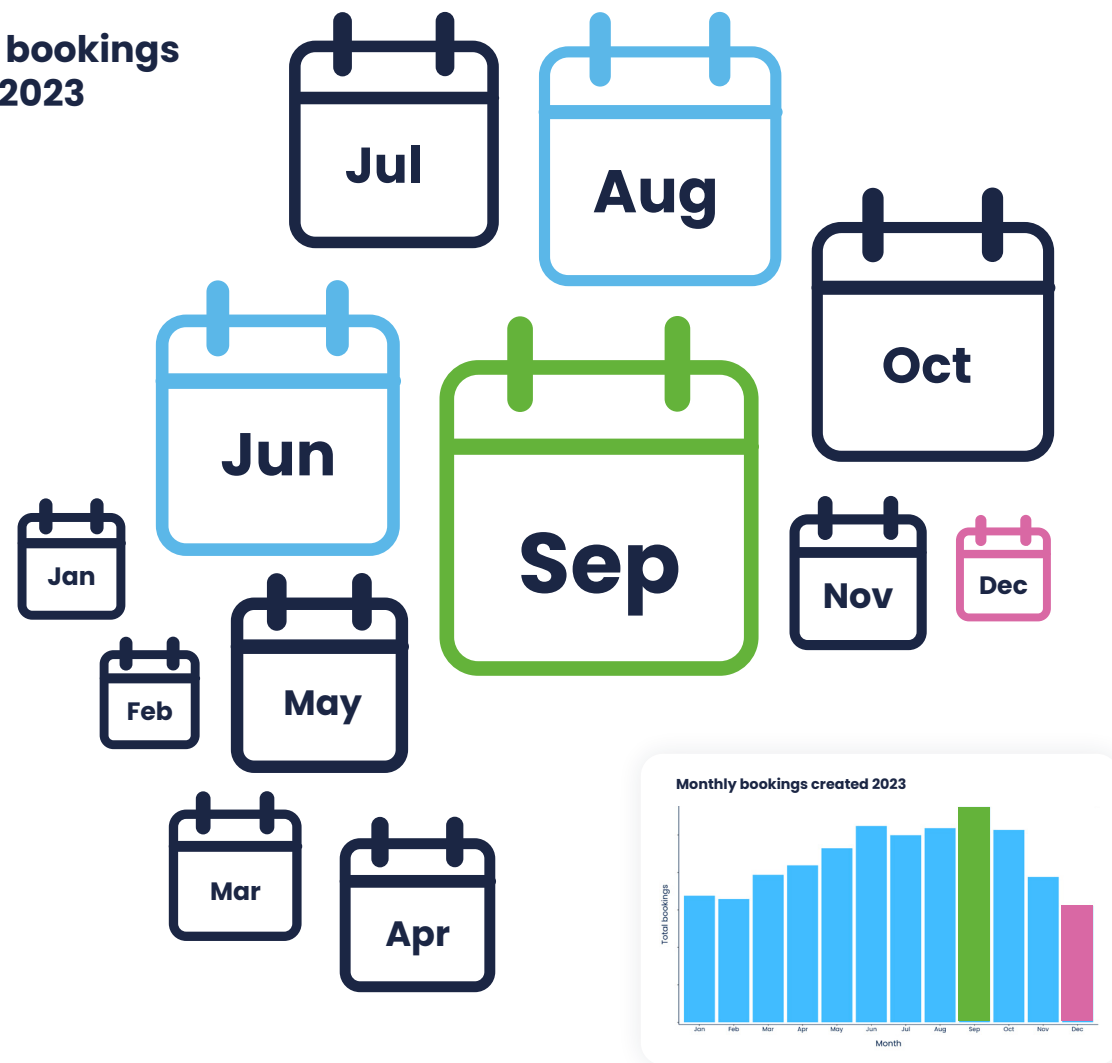


## Strategic recommendations

1. **Seasonal marketing strategies:** Retailers could focus on targeted marketing campaigns leading up to the peak months, emphasising back-to-school, summer clearance, and early holiday shopping deals. Also retailers could consider incentives for customers during quieter months to continually grow the customer's lifetime value and engagement.

2. **Engagement during peak:** We often see a decline in bookings towards the end of the year as availability is blocked to cover the increase in walk-in footfall during the festive period. Ensuring there is still availability for loyal and engaged customers to book throughout the year is key.

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**CLIENT CASE STUDY: CHARLOTTE TILBURY BEAUTY**

# Delivering a seamless and premium beauty experience to customers globally

Charlotte Tilbury Beauty is a renowned cosmetics and skincare brand, known for its premium products and exceptional customer service.

Their partnership with Appointedd since 2020 effectively connects them with customers worldwide, providing a seamless booking experience for virtual consultations, masterclasses, and in-store appointments.

## Case Study:

Charlotte Tilbury's recent revamp of their services, particularly with the introduction of the "Red Carpet Ready" instore service, showcases their commitment to providing exceptional beauty experiences that cater to their customers needs.

The store teams have experienced significant engagement with their beauty services, with over 38,000 appointments booked in-store throughout the year. Impressively, the "Red Carpet Ready" service has emerged as a popular choice, accounting for nearly 15% of all bookings.

They have also seen great success in generating nearly 73,000 appointments from Virtual Consultations and Masterclasses; a testament to their effective digital marketing strategies and customer-focused approach.

Charlotte Tilbury's beauty experiences, both in-person and online, are instrumental in not only engaging customers but also educating them about skincare and makeup techniques while showcasing Charlotte Tilbury's products and driving sales.

By embracing technological innovations across various aspects of their business, Charlotte Tilbury optimises their operations, drives sales, and stays competitive in the ever-evolving beauty industry.

By leveraging Appointedd's services, Charlotte Tilbury can provide customers with easy access to their skincare and makeup products, as well as unique beauty experiences, both in-person and online.

## 38,000
**appointments booked in-store**

## 73,000
**appointments from Virtual Consultations and Masterclasses**

*The Appointedd software is intuitively designed, making it simple and effective for our store teams to use and understand. It streamlines the process of applying customer details and provides robust reminders to bolster customer retention. Working with Appointedd is a delight, thanks to their consistent support and guidance whenever needed. Their positive attitude towards challenges consistently leads to successful outcomes, making the experience even more rewarding.*

**Mike Elliott**
Retail Operations Manager

Charlotte Tilbury

# Trends: when retail bookings are being made (daily)

## Key Insights

While there is a strong customer preference for engaging in retail activities at the weekend, when it comes to creating a booking, this is more likely to happen during a weekday. Booking creation trends within retail are fairly consistent throughout the week, with a slight peak on Tuesdays. And while there is a gradual decrease towards the weekend, Saturday still sees a substantial number of bookings created.

### Overall
## 42.9%
of bookings created on Appointedd in 2023 happened outside standard working hours

### Most popular day for creating bookings 2023



Total bookings

M    T    W    T    F    S    S

Day booking was created
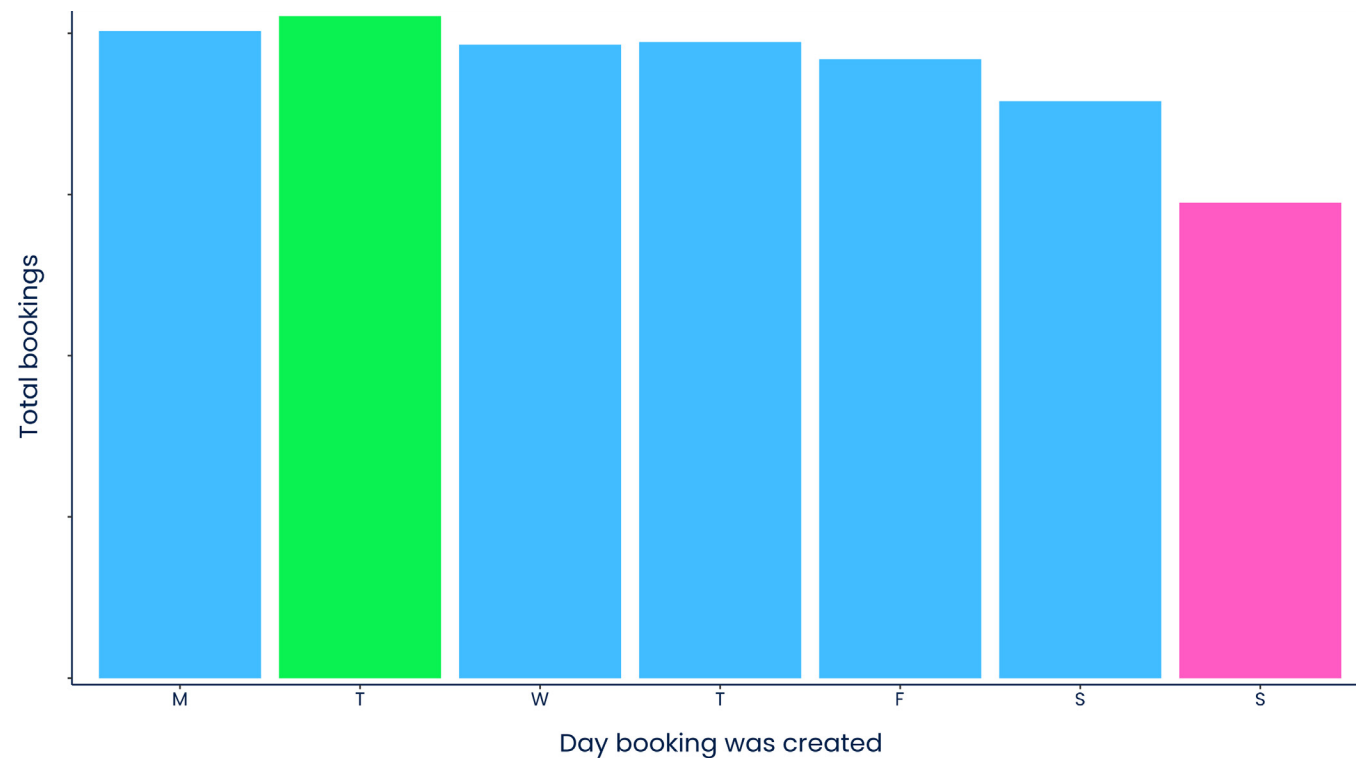
## Strategic recommendations

1. **Marketing campaigns:** Promoting campaigns through email or social media is a great way to pique interest and encourage customers to book via an immediate call to action as soon as they're made aware. With events, Appointedd can show how many spaces are left to encourage a sense of urgency in booking a place.

2. **Instore promotion:** Marketing services and events directly in-store through QR codes and educating staff to promote, enables the store team to upsell services or create excitement on upcoming events. Use your best assets - your team - to engage your customers and make a booking on the customer's behalf.

# Trends: when retail bookings are being made (hourly)

## Key Insights

- **Broad peak period:** The retail sector shows a broad peak from 9am to 12pm, with the highest bookings recorded at 11am. This wide peak period suggests a consistent flow of interest from customers to book throughout the day, necessitating an online booking tool.

- **Evening potential:** Unlike other sectors, retail maintains a relatively high level of bookings right up until 9pm, showing interest in booking appointments and events out of hours. Thus, having the ability for customers to gain instant confirmation of bookings and appointments long after stores have closed drives customer engagement.

- **Significant early morning bookings:** Despite a drop in the very early hours, we recorded a high number of bookings taking place between 12am and 6am. This indicates the need for online booking to capture demand and drive the conversion of interested customers outside of traditional working hours.

### Booking created time 2023



Total bookings

12am    6am    12pm    6pm    9pm
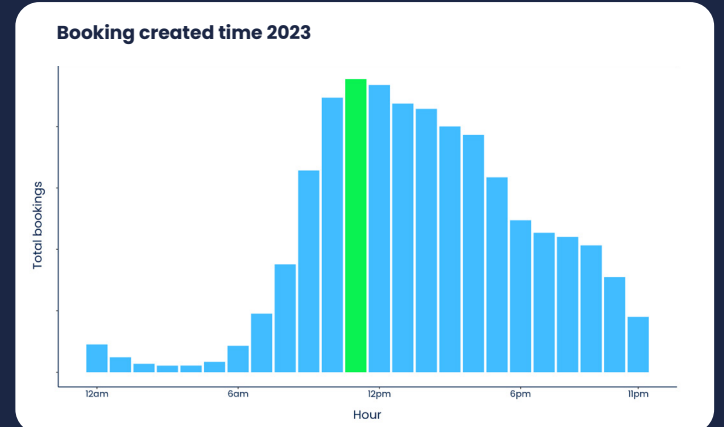
Hour

**Maintain flexibility in staffing and operations from early morning through to the evening to accommodate a wide range of customer booking preferences. Explore opportunities for late evening or early bird hours to differentiate from competitors.**

# Monthly trends in booking occurrence

Retail bookings exhibit a steady increase from January to July, peaking dramatically in October and then tapering off in the final quarter of the year. We see a slight increase in March, typically a key period for events and incentives around Mother's Day in the UK. This trajectory is indicative of the retail sector's sensitivity to seasonal shopping trends, with the significant peak in October potentially reflecting customers preparing for the festive season followed by the closure of pre-booked appointments due to increased footfall. Continued engagement through peak season for customers is key and could be managed through 1:many whether in-store or virtual.

### Total bookings occurred 2023



Feb  Apr  Jun  Aug  Oct
Jan  Mar  May  Jul  Sep  Nov  Dec

## Strategic insights and recommendations

1. **Resource planning:** Ensuring your staff resources are aligned to peak months to ensure they handle the appointment and walk-in customer demand whilst providing a great customer experience. Appointedd's resource utilisation report supports retailers in viewing peaks in advance to ensure rota scheduling is correct.

2. **Seasonal incentives:** Purchasing for special occasions like Valentine's Day, Mother's Day and Black Friday are great opportunities to offer services or events with your sales experts to assist those making purchases for their loved ones.

3. **Brand collaborations:** Collaborating with complementary brands is a great way to acquire new customers and increase the lifetime value of existing customers.

4. **Maximising peak shopping periods:** Retailers can capitalise on the dramatic increase in bookings in October by launching early holiday promotions and exclusive events to attract shoppers.

5. **Double down on events:** Building availability and creating event offerings tied to key milestones like Valentine's Day, Mother's Day, and Black Friday enables loyal customers to engage with brands they love and drives conversion at peak times, encouraging customer lifetime value. It's also an opportunity to incentivise with promotions for quieter times after peak.

# Simplifying the booking process to enhance customer experiences and streamline store operations

LEGO partnered with Appointedd to transform their exciting events into seamless and bookable experiences for customers. Appointedd's technology not only simplified the booking process, but enhanced the overall LEGO event experience and improved operational efficiencies.

## Case Study:

LEGO faced challenges in managing bookings and optimising operational workflows for staff. With Appointedd, LEGO were able to eliminate the complexities of their previous booking system and streamline the day-to-day instore operations.

Features such as real-time slot availability, automated booking confirmations, reminders, and follow ups, improved communication with their customers. LEGO customers could confidently book knowing they had accurate information, which increased attendee engagement, reduced no-shows, and gathered valuable insights for future event planning.

The combination of easy online booking, personalised experiences, and data-driven insights not only enhanced customer satisfaction but also optimised resource allocation and workflows, demonstrating the power of technology in elevating event experiences and business outcomes.

> *Appointedd were an absolute joy to work with on one of our largest campaigns in 2023. They were agile, communicative and took the time to understand our objectives for the project. Having Luke as our dedicated point of contact throughout the journey, always allowed for clear communication and an open dialogue. He listened to the customisation we needed and built us a ticketing process that was slick and concise.*
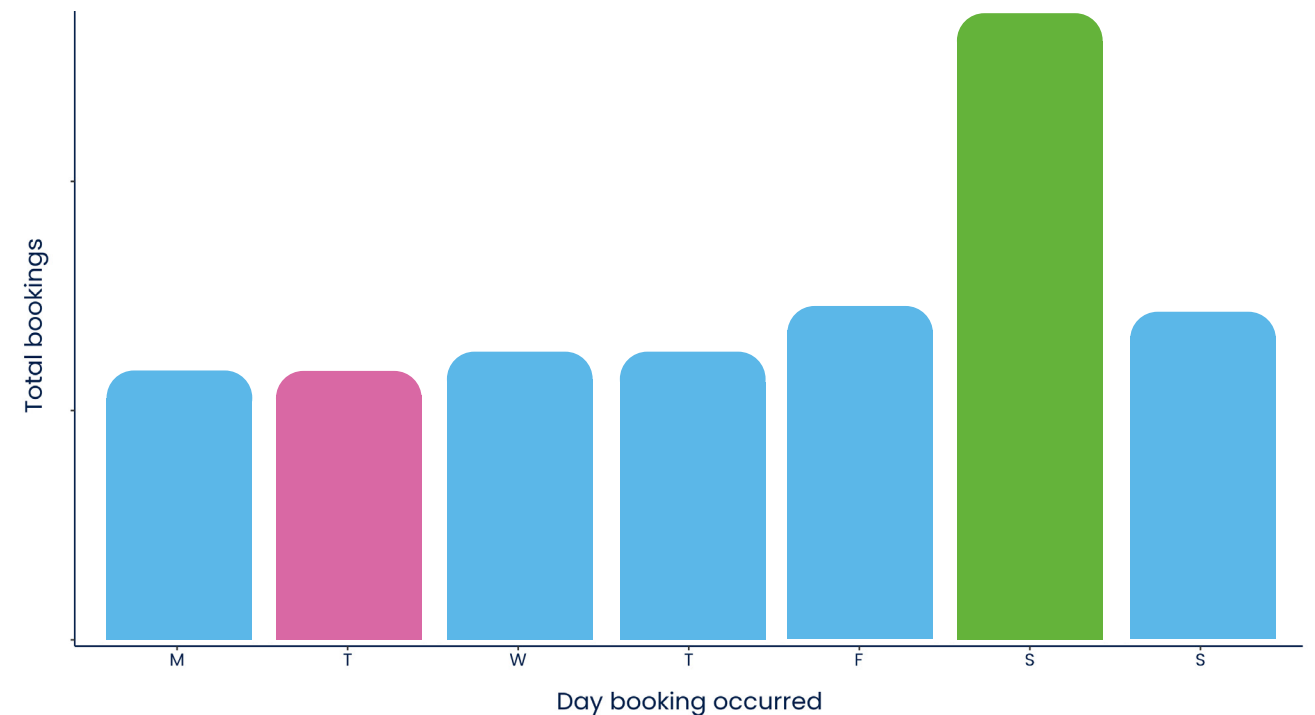
**Daisy Ausden**
Senior Experiential Producer

## 15k+ bookings
### in just one business quarter

# Trends: when retail bookings are taking place (daily)

## Key Insights

**Most popular day when bookings occurred 2023**



The retail industry presents a markedly different pattern from the other sectors, with bookings spiking significantly on Saturday, which is more than double the figures seen on weekdays. Unsurprisingly, this indicates a strong consumer preference for engaging in retail activities during the weekend. The high number of bookings on Friday and Sunday further supports the trend of weekend shopping sprees, while the weekdays show relatively consistent but lower booking numbers.

## Strategic recommendations

**1. Weekend strategies:** With the weekend being the most popular time for bookings, stores should ensure they are fully staffed and have high inventory levels to meet demand. Special weekend promotions or events could further drive traffic and sales. Appointedd's resource utilisation feature enables organisations to ensure staff aren't overwhelmed but can also handle walk-in customers.

**2. Weekday promotions:** To increase foot traffic during the week, retailers could offer special discounts or loyalty program perks for bookings made from Monday to Thursday.

**3. Personalised experiences:** Consider offering exclusive shopping experiences or personal styling sessions during the weekdays to attract customers seeking a more personalised approach, potentially smoothing out the demand curve.

**4. 1:many:** Acquire new customers through events, whether in-store or virtual. These events can be based on when teams are quieter, and provide a great opportunity to engage with more potential customers in one go. Collaboration with other brands for these events helps to widen the captive customer base.
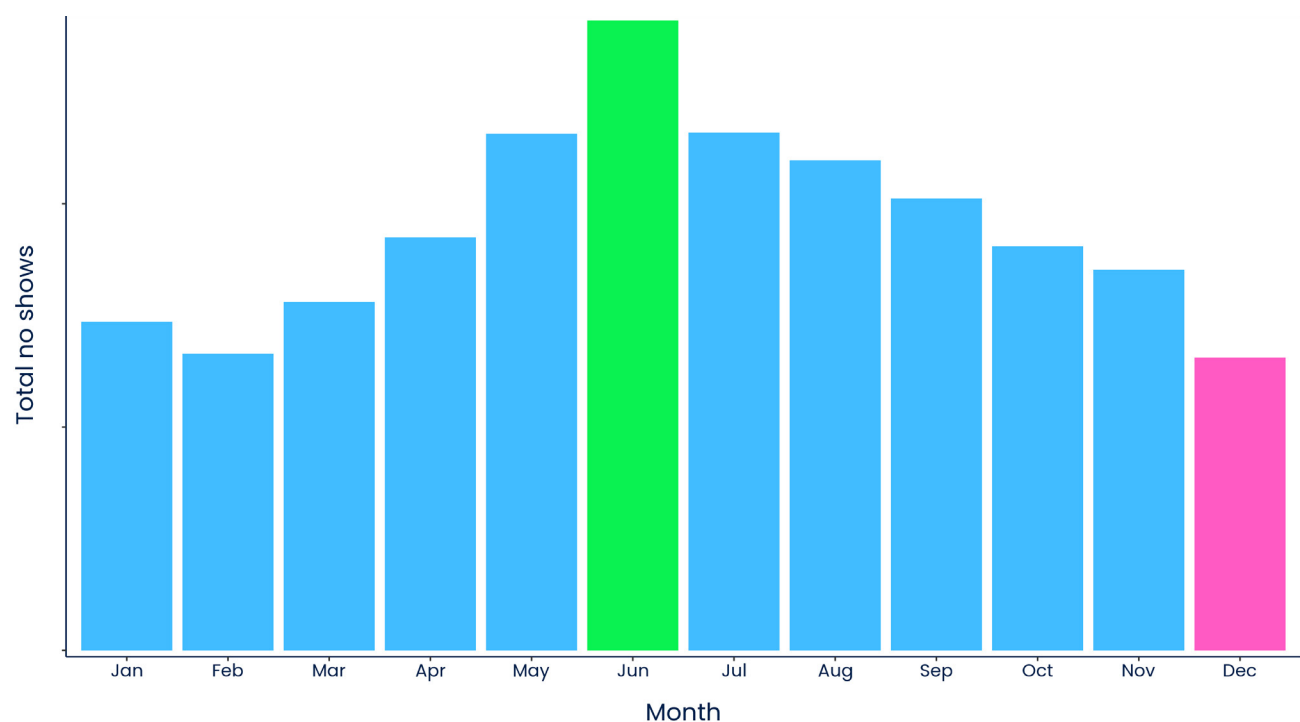
# Trends: no-shows

## Key Insights

Retail exhibited the highest no-show rate of **4.32%.** This may be attributed to the less urgent nature of retail appointments or the higher volume of bookings made for shopping, fitting sessions, or other retail-related activities, which customers might prioritise less.

### No shows in 2023



In terms of trends, retail experiences a more pronounced fluctuation, again peaking in the summer months. Our recommendation to utilise reminder communications ahead of peak "no-show" months, or pre-paid deposits for events and consultations, will drive better attendance and higher conversion for those who have booked appointments and events.

Image courtesy of Appointedd client Liberty London

# Leveraging technology to enhance customer service and loyalty

Liberty London, the iconic department store, is known for its luxurious and unique shopping experience, offering a wide range of products across fashion, beauty, home decor, and more.

Liberty London's collaboration with Appointedd demonstrates their proactive approach to embracing technology, improving customer service standards, and nurturing long-term customer loyalty.

## Case Study:

Liberty London's omnichannel strategy demonstrates their ability to adapt to changing customer behaviours and preferences, while leveraging Appointedd to enhance the overall retail experience and drive foot traffic to their physical store.

By starting with consultation services in beauty, fashion, and home decor in July 2020, Liberty London established a foundation for delivering tailored experiences that resonate with their clientele, focusing on personalised recommendations, styling advice, and beauty insights - establishing trust and loyalty among customers.

Since the start of 2023, Liberty London's store events have consistently sold out, signalling a high level of customer interest and engagement in the brand's offerings. This success has prompted Liberty London to expand and diversify into services such as staff inductions and luxury fragrance experiences. They opened for the very first time a brand new Fragrance Lounge this month (March 2023) - book now to avoid disappointment!

By incorporating these specialised services, Liberty London enhances the overall customer journey using Appointedd. They're encouraging repeat visits, fostering brand loyalty, and ultimately driving sales for the brand.

*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.*

**Ian Hunt**
Director of Customer Services and Procurement

# Sector Spotlight: financial services

Next up, we take a more in depth look into the unique booking patterns and consumer behaviours observed within the financial services industry. This highlights when customers engage with financial services to schedule appointments within the realm of financial institutions, including banks, advisory, pensions, and investment firms.

Analysing financial services booking trends offers valuable insights for organisations seeking to enhance customer service and operational efficiency. By understanding when customers are most likely to schedule appointments, financial service providers can optimise staff schedules, minimise wait times, and improve overall customer satisfaction. Moreover, insights into booking trends enable businesses to personalise services, tailor marketing efforts, and foster stronger client relationships. In doing so, this provides many organisations the opportunity to adhere to Consumer Duty standards.

In this section, we uncover key insights into financial services booking trends, including peak booking times and opportunities for service improvement. From optimising appointment scheduling to utilising follow-up communications and appointment reminders, financial service providers will gain actionable intelligence to drive growth, increase client retention, and maintain a competitive edge in the market.

## Featuring data from businesses including...

LLOYDS BANKING GROUP

abrdn

**Zero** ✓
possibility of double booking
for prospects and customers

**70%** 👤
**of customers**
prefer to self-book appointments online

**November**
**most popular month**
for bookings to take place

Photo by Roan Lavery, co-founder of Appointedd partner, FreeAgent

# Trends: when bookings are being made in financial services (monthly)

## Key Insights

Booking creation trends in the financial services industry present a more varied pattern. A notable spike in March is followed by a dip in April. March is historically the most popular time to buy a home. Home buyers applying for mortgages could be a key driver behind this spike. There is a steady increase from May to November, with bookings reaching their peak in November. This pattern could reflect tax preparation activities and end-of-financial-year planning, with a significant uptick in demand for financial advisory services, possibly influenced by individuals and businesses preparing for tax submissions and financial year-end reporting. Another contributing factor could be stock market activity and investment management. The sharp decrease in December might be due to the festive season, where financial planning might take a backseat for some.

### Total bookings created in 2023
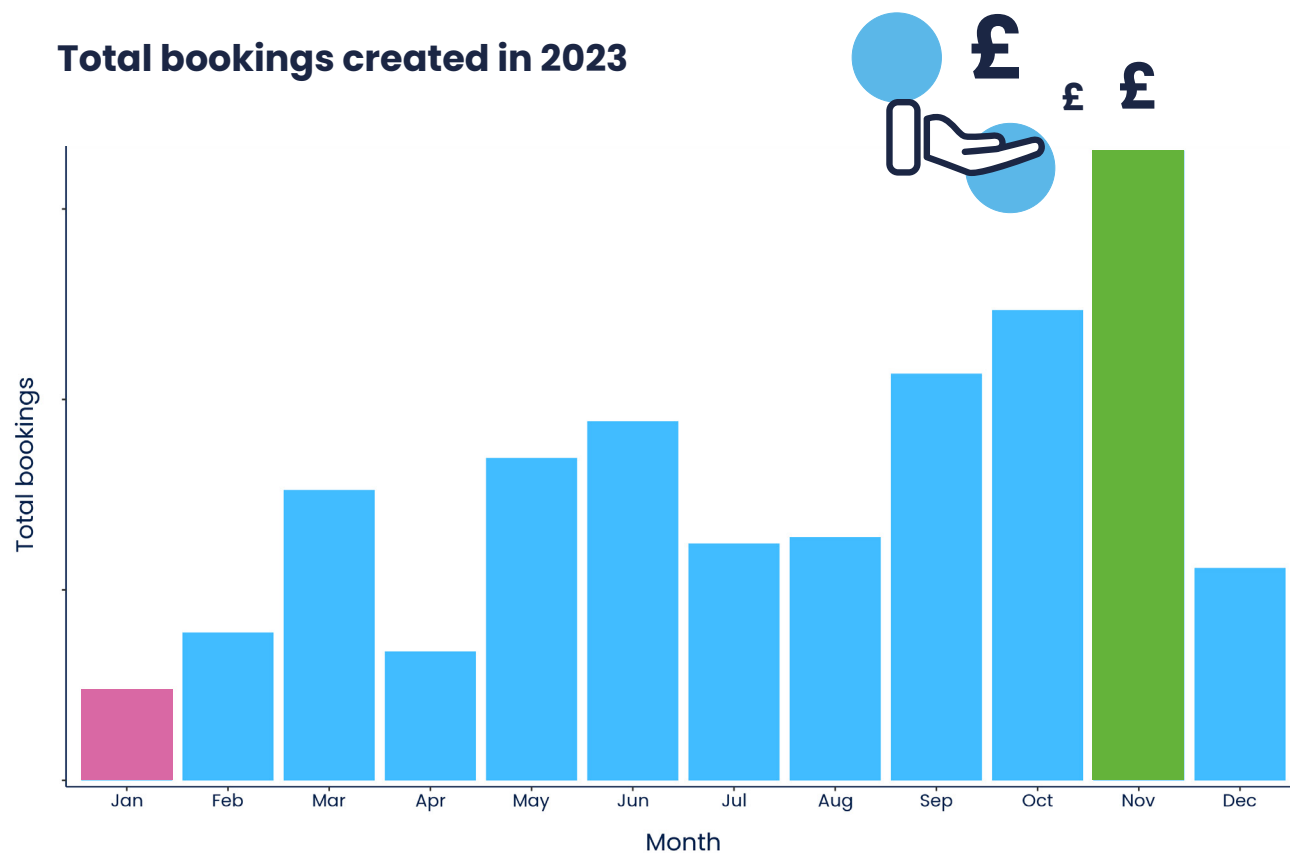


### Strategic recommendations

1. **Tax season preparation:** Offering early bird specials or additional support services in February and March can capture the peak demand for tax-related services.

2. **Year-end financial planning:** Tailoring services and marketing efforts around financial year-end planning at the end of autumn could leverage the rising demand in October and November

# Trends: when financial services bookings are being made (daily)

## Key Insights

**Most popular day for creating bookings in 2023**
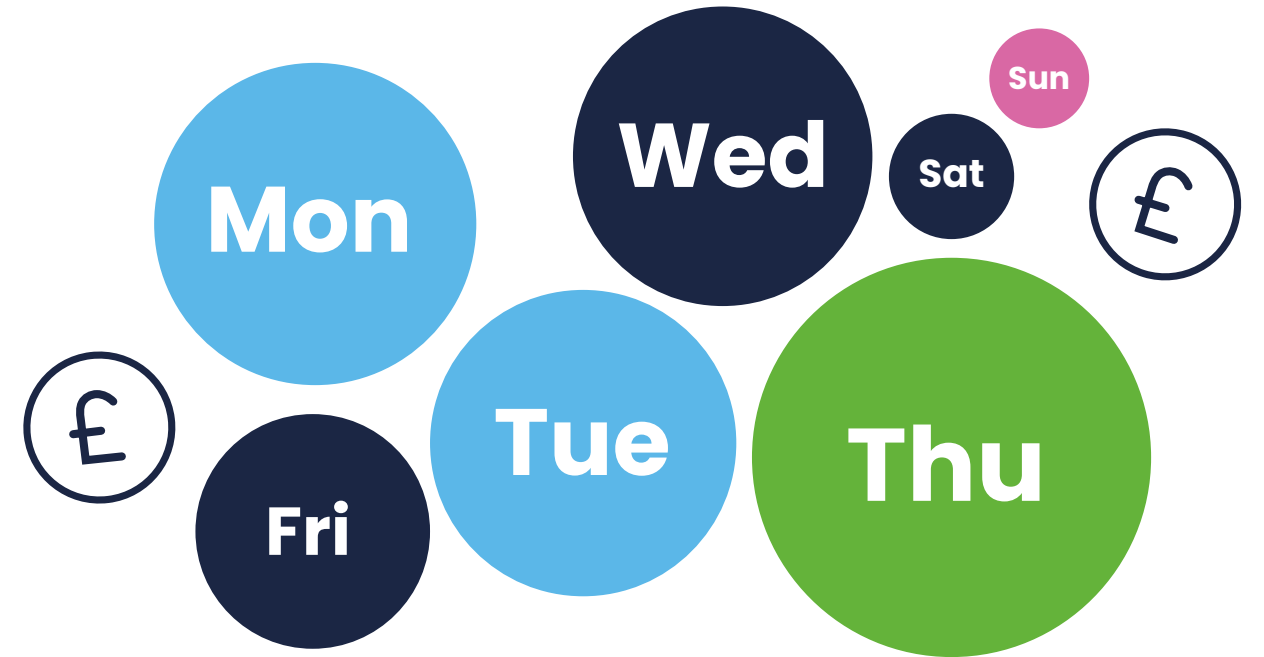


For financial services, the creation of bookings is relatively consistent across the weekdays, with a slight peak on Thursday. The significant drop on Saturday and Sunday reflects a strong weekday preference for engaging with financial services and the expectation that financial service businesses typically only operate on weekdays.

### Strategic recommendation

1. **Enhancing digital engagement:** Given the trends we see in the booking creation data, there is a clear need for a real-time availability tool. Customers and prospects have a clear interest and desire to book within and outside working hours. As such, a real-time booking tool places these options at their fingertips. This real-time availability enables organisations to double down on conversion - as our testing shows that online booking tools have up to nine times higher conversion than a web enquiry form.

# Trends: when financial services bookings are being made (hourly)

## Key Insights



**Time booking was created 2023**

- **Late morning peak:** The creation of bookings peaks slightly later in the morning. The highest number arising at 10am and remaining high at 11am. While booking activity takes a dip during lunch hours, we see a second spike in booking creation between 2pm-3pm. This could reflect a preference for handling financial matters after the start of the business day, as well as before or after lunch.

- **Significant drop off after 5pm:** The sharp decline after 5pm could suggest that customers prefer to engage with financial services within traditional banking hours.
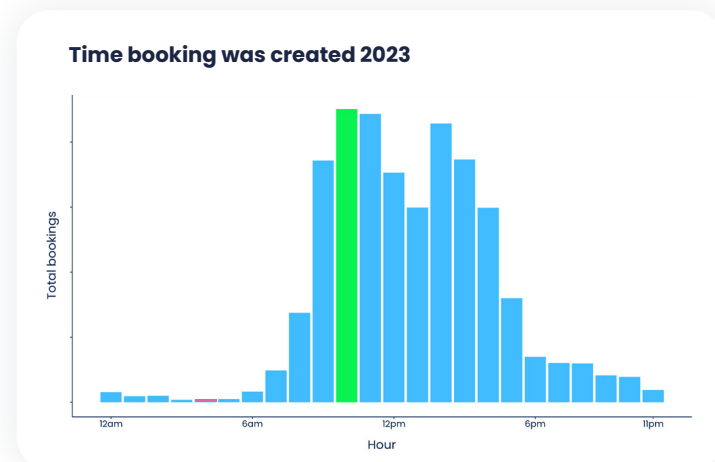
While Wednesday is the busiest day for bookings overall, we recorded the highest number of bookings created between 2-3pm on a Thursday and 10-11am on a Monday and Tuesday.

While there is a noticeable decline in bookings after 5pm during the week and into the weekend, there is still a noteworthy number of appointments being created at these times. This underscores the demand for financial services outside of standard business hours and the need for 24/7 live time booking.



**Time booking was created 2023**

## Overall
# 16.9%
of bookings created on Appointedd in 2023 happened outside standard working hours

# Trends: when financial services bookings are taking place (monthly)

## Key Insights



**Total bookings occurred in 2023**
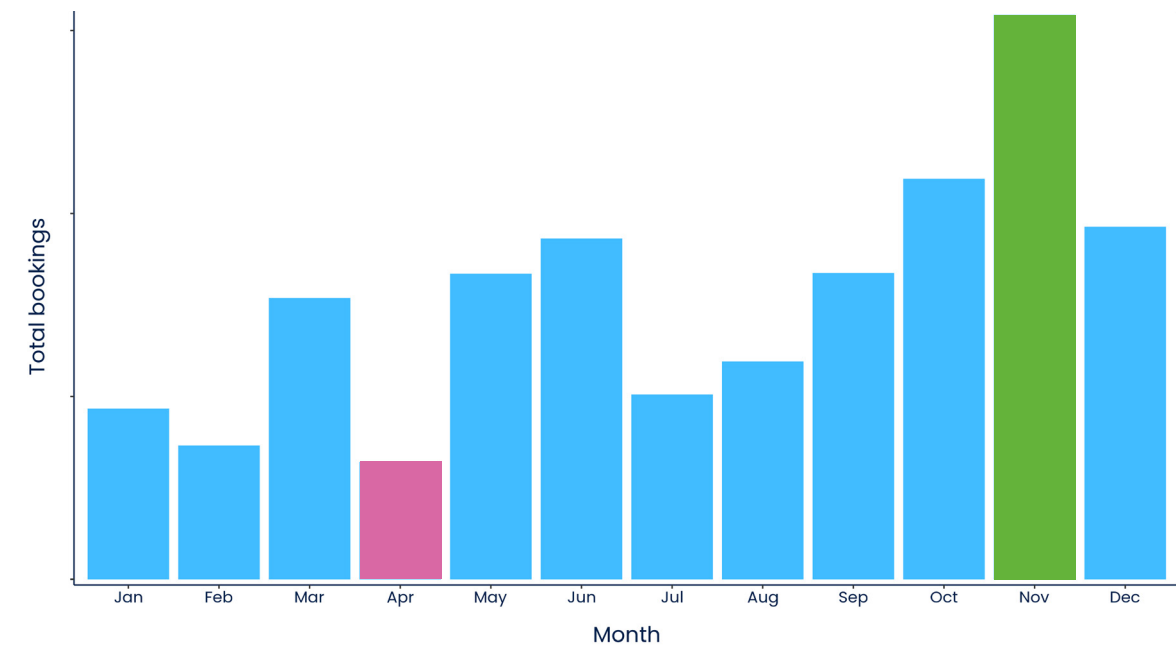
In the financial services sector, we can see clear increases in booking activity that align perfectly with the key months within the financial year. For example, a spike in March as the financial year comes to an end and tax enquiries or demand for financial planning services are required ahead of the new financial year. Surges in May and June as the new financial year gets into effect and finally a rise in November ahead of the final quarter, as individuals and businesses prepare for year-end financial summaries, tax planning, and investment reviews for the next financial year.
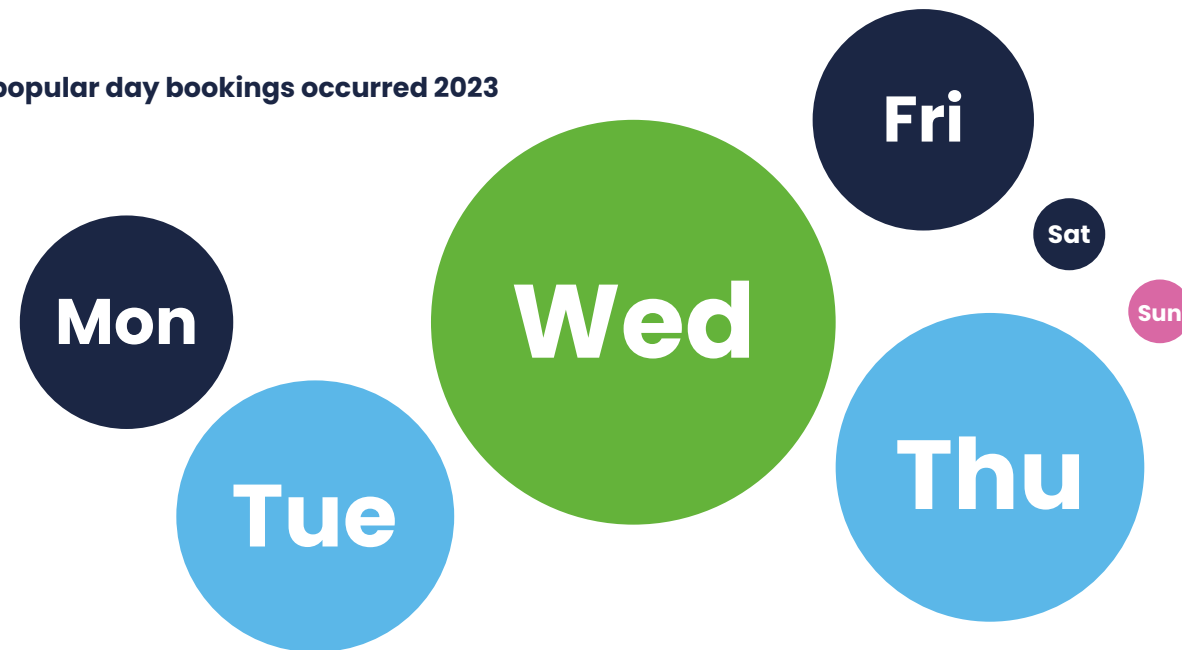
## Strategic recommendations

1. **Tax season preparation:** Financial advisors could offer specialised services or consultations in **March** to cater to the tax preparation demand, and again in November to assist with year-end financial planning.

2. **Educational workshops:** Hosting **financial planning workshops** during low-demand periods could help smooth out the booking volumes across the year.

# Trends: when financial services bookings are taking place (daily)

## Key Insights

**Most popular day bookings occurred 2023**



In the financial services sector, there's a noticeable increase in bookings as the week progresses, with Wednesday being the most popular day for bookings occuring.

### Strategic insights and recommendations

1. **Midweek focus:** Since mid-week days (Tuesday through Thursday) garner the most bookings, consider scheduling more staff or offering extended hours to accommodate the higher demand.

2. **Promote early week planning:** To even out the distribution of bookings throughout the week, financial services firms could incentivise Monday and Friday appointments, possibly targeting these days for specific types of consultations or services.

3. **Digital alternatives for weekends:** Of course, many organisations will have no availability over weekends.

## No-show trends

### Key Insights

Financial services demonstrated an **exceptionally low no-show rate of 0.26%.** This remarkably low figure could reflect the high value customers attribute to financial consultations and services, perhaps due to their often critical nature and the necessity for personal attendance for sensitive matters.

**No shows in 2023**
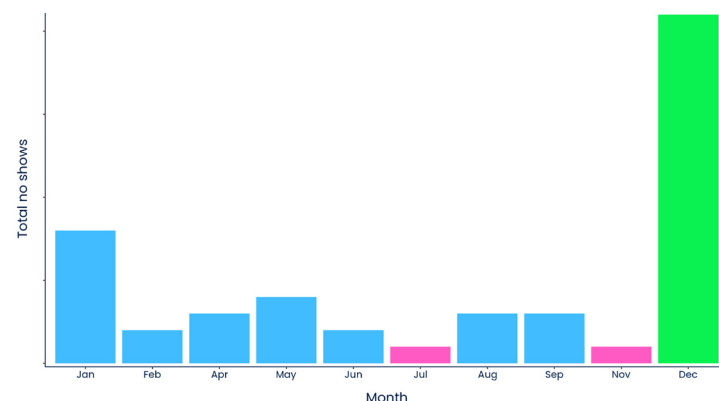
# Creating an inclusive customer and colleague experience with Scottish Widows

Leading UK pension provider Scottish Widows (part of Lloyds Banking Group) has been helping people save for the future for over 200 years. They stay at the forefront of the industry with their purpose of Helping Britain Prosper, and by continuously evaluating the best way to support their customers and colleagues.

Investing in Fintech, like Appointedd, has allowed Scottish Widows to stay ahead of evolving needs and trends, and experiment and implement change at a competitive rate.

## The Challenge

Scottish Widows had the challenge of booking customer pension appointments due to the existing process being inundated with manual tasks. This was largely a result of legacy technology that couldn't cope with the scale and demand, as well as this process crossing the realms of multiple teams and stakeholders. For example, prior to using Appointedd, it took the tactical planning team 2-3 days a week to plan out appointments for the following week. Now it only takes them on average 5 minutes a day.

Appointedd worked in close collaboration to ensure the new proposition would remove any element of human or technical error, resulting in a more self-servable solution for customers, and creating the capacity for colleagues to solely focus on delivering value.

## 70%

of Scottish Widows Retirement Operations customers prefer to book their own appointment

> *"This is the best appointment booking system I have used in 25 years."*
>
> Inbound Team Member

> *"Absolutely loving it. Since it came in, due to being real-time I've been able to finish on time"*
>
> Pension Consultant

> *"Appointedd has been an excellent Fintech partner working with us at pace to understand the business need and co-create a great new customer experience"*
>
> Senior Product Owner

### Strategic value to Scottish Widows of using Appointedd

1. **Encouraging digital engagement:** The existing process required the customer to call the telephony line should they wish to cancel or reschedule their appointment. By giving customers a greater ability to self-serve they're not left frustrated and the operation is much more efficient for both sides. The result is that **70% of Scottish Widows Retirement Operations** customers would prefer to self-serve and book their own appointment rather than have Scottish Widows do it on their behalf.

2. **Personalised journey:** Whether it's a confirmation email, reminder SMS, or rescheduling confirmation, every Scottish Widows customer automatically receives a branded and personalised notification. The previous process required an hour and a half of manually sending SMS reminders to customers every day. Since implementing Appointedd, Scottish Widows has received zero complaints for instances of overbooking, compared to the average of fifteen per week prior to Appointedd.

3. **Business critical engagement data:** Understanding evolving customer engagement preferences, and supply vs demand has always been important for the propositions and operations teams. But given the regulatory compliance requirements of the Consumer Duty Act, it is increasingly important to have access to this data in real-time so that it can be shared with internal systems and stakeholders. Scottish Widows have made use of Appointedd's extensive reporting capabilities to do just that in an automated and seamless way.

**SCOTTISH WIDOWS**

# Sector Spotlight: Automotive

Finally, we explore the booking patterns and trends specific to the automotive industry. Automotive booking trends encompass the scheduling of appointments or services within the automotive sector, including test drives, vehicle maintenance and repairs, as well as claims, valeting and Fleet Ops.

Analysing these trends provides automotive businesses with valuable insights into customer demand and utilisation patterns. By understanding when customers are most likely to schedule appointments, service providers and OEMs can optimise service bay utilisation, vehicle availability for test drives, streamline operations, and improve overall service efficiency. Moreover, insights into booking trends enable businesses to tailor marketing efforts, offer targeted promotions, and enhance customer satisfaction.

We uncover key insights into various topics, including peak booking times, opportunities for service optimisation, and no-show trends. From optimising service scheduling systems, test drive availability and to offering convenient appointment options, automotive businesses will gain actionable intelligence to drive revenue growth, improve service delivery, and maintain a competitive edge in the industry.

## Featuring data from businesses including...

**OSBOURNEPURDIE**

**FGBarnesGroup**
Delivering excellence since 1899

**otto**™

**WE ARE NAMELESS**

**Monday**
most popular day
for bookings to be made

**May**
a peak month
for no shows

**100%**
attendance
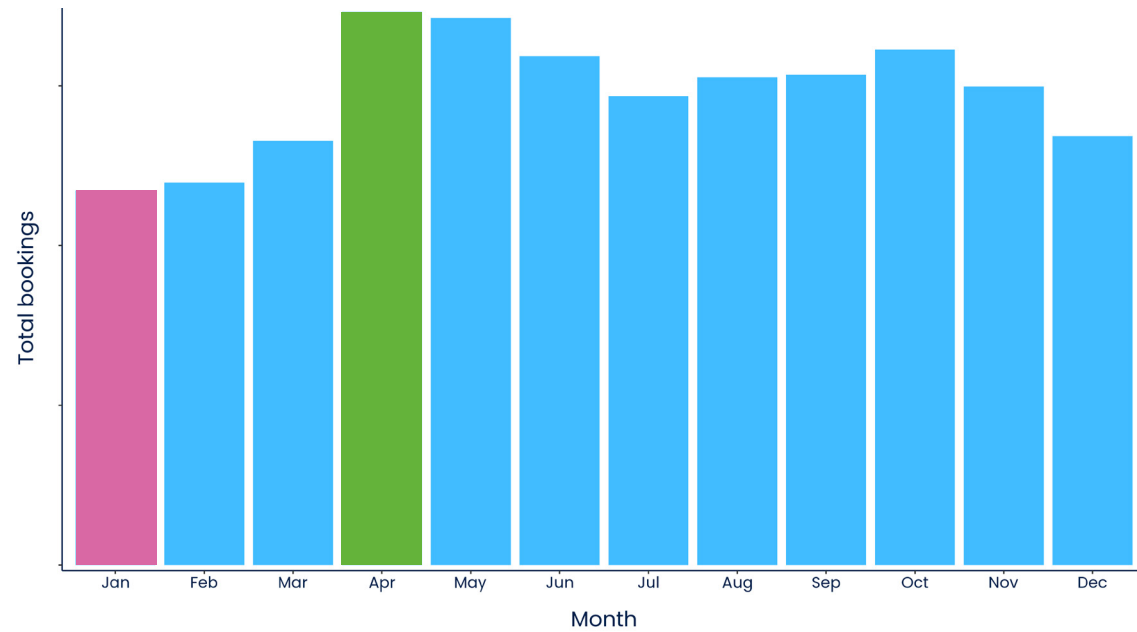for all booked test drive appointments

Image courtesy of Appointedd client FG Barnes Group

# Trends: when bookings are being made in the automotive industry (monthly)

## Key Insights

**Total bookings created in 2023**



The automotive industry shows a consistent rise in bookings from January to May, peaking in April, potentially reflecting a seasonal trend as customers prepare their vehicles for spring and summer travels with MOTs and servicing. Customers might also push to address winter-related maintenance issues as we move into the warmer months. This surge also aligns with the release of new registration plates in March, increasing consumer demand for new vehicle models leading to higher booking demand for vehicle test drives in the months surrounding the release. Dealerships adapt pricing strategies during this period, often lowering prices on existing models to make room for new inventory and to stay competitive. The slight decline in bookings from June through December suggests a stabilisation after the spring surge, with minor fluctuations indicating ongoing, but less urgent, demand for automotive services and the September new registration release.

### Strategic recommendations

1. **Spring promotion planning:** Businesses could capitalise on the spring surge by offering maintenance specials or pre-summer check-up services.

2. **Year-round engagement:** Implementing loyalty programs or reminder systems for regular maintenance could help stabilise demand throughout the year and lead to business growth. Research has shown that sending re-booking reminders can lead to a 30% increase in repeat appointments (Yocale).

# Trends: when automotive industry bookings are being made (daily)

## Key Insights

**Most popular day for creating bookings in 2023**
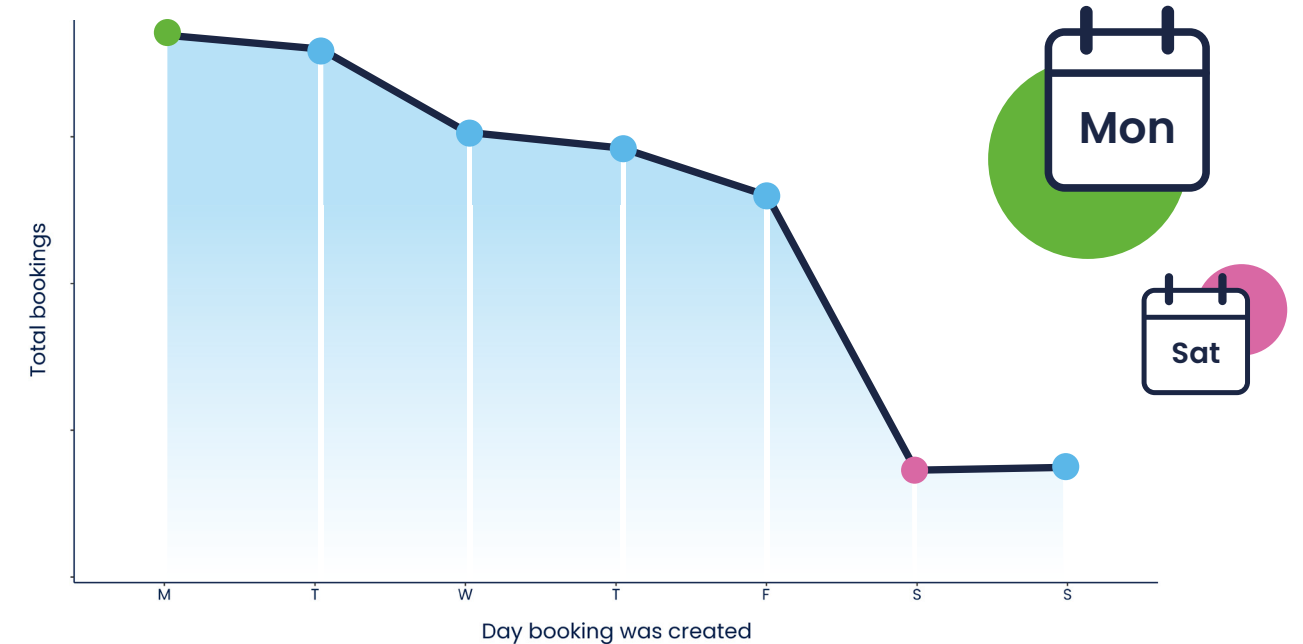


We did not observe a consistent trend in the creation of bookings throughout the workweek. Monday emerges as the most popular day for people creating bookings, with Tuesday a close second.

From Tuesday onwards there is a noticeable decline as the week progresses, with the lowest weekdays for the creation of bookings being Thursday and Friday. This trend aligns with insights from our booking occurrence data. There could be a few factors at play, but we posit that the start of the week is when people take action to make bookings, aiming to schedule their cars in for the next day or towards the end of the week so it is ready to use at the weekend. The weekend shows the least activity, although Sunday slightly surpasses Saturday, contrary to the general assumption of lower engagement on this day.

### Strategic recommendation

**Focus on mid-week promotions:** To increase booking creation on less active days of the week, automotive businesses could **offer special promotions** or discounts for bookings made between Wednesday and Friday.
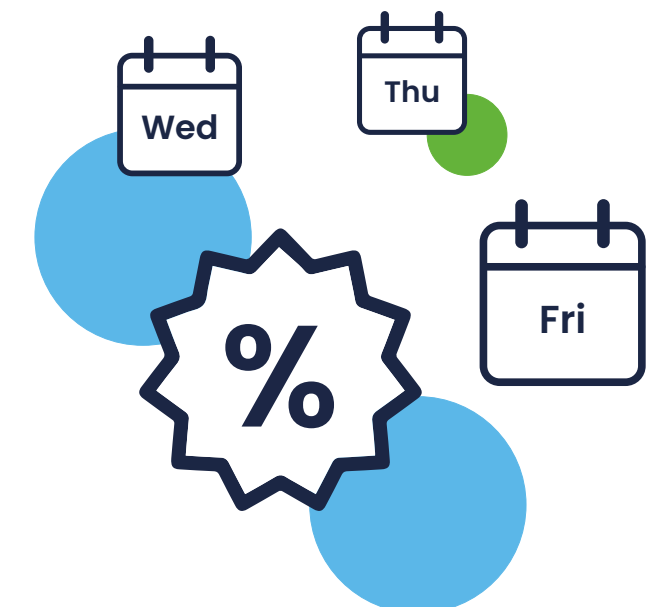
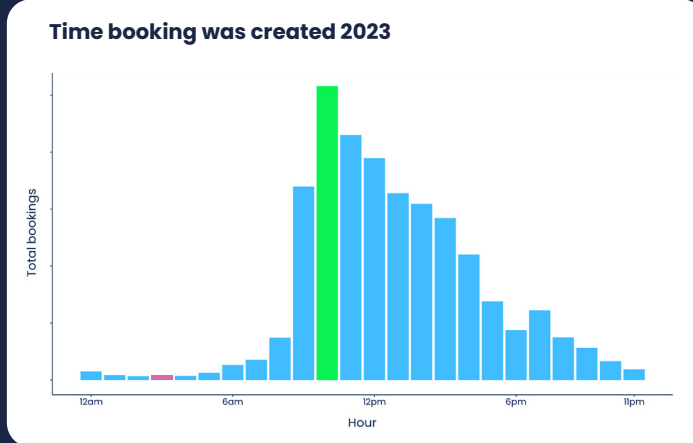# Trends: when automotive bookings are being made (hourly)

## Key Insights

- **Morning peak:** The automotive sector sees a significant jump in bookings created from 9am, and peaking at 10am. This trend indicates a preference amongst customers to arrange automotive appointments during the morning hours, likely aiming to secure test drive vehicle availability, secure same-day availability for servicing, or promptly address any vehicle-related concerns.

- **A steady decline after noon:** After the morning peak, there's a gradual decline in bookings created, with a sharper drop after 5pm. This indicates the importance of scheduling targeted ads for offered services and ensuring you have staff available to manage any booking-related queries.

- **Opportunity for evening services:** Despite the drop, there's still a notable number of bookings in the evening up to 7pm. This evidences the strong requirement to enable customers to book with real-time availability past standardised opening hours.

**Time booking was created 2023**



*(Bar chart: Total bookings vs Hour — 12am, 6am, 12pm, 6pm, 11pm)*

### Strategic recommendation

Focus on maximising efficiency and customer service in the morning to early afternoon. Consider promotions or extended hours in the early evening to attract customers.

## Trends: when automotive appointments are taking place (monthly)

**Total bookings occurred in 2023**



*(Bar chart: Total bookings vs Month — Jan through Dec)*

In the automotive industry, there is a notable increase in bookings from the start of the year, peaking in May before experiencing a slight decline and then stabilising towards the end of the year. This pattern suggests a strong demand for automotive services leading into the summer months, possibly driven by pre-holiday vehicle checks and maintenance. The dip following June could reflect a seasonal adjustment, as people travel or use their vehicles less immediately after the onset of summer. Similarly, we see a spike in bookings in October and November. Again, a possible explanation for this may be an increase in vehicle checks ahead of the winter weather coming in.
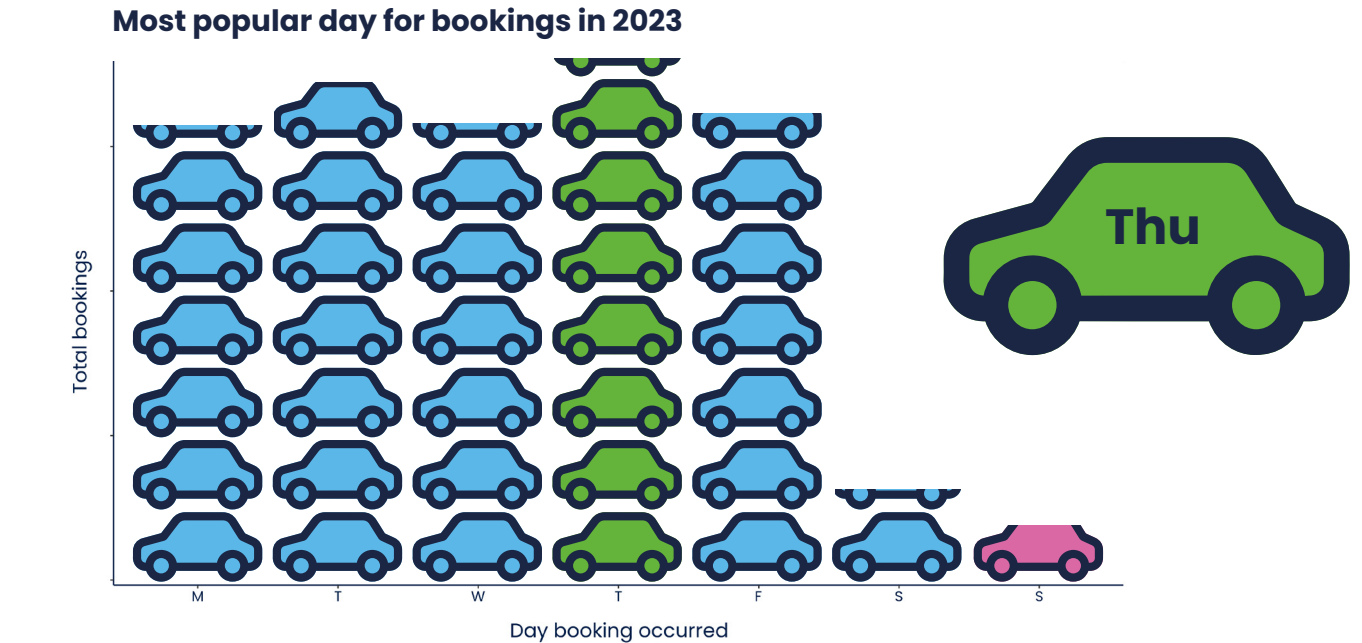
**Overall**

# 19.9%

of bookings created on Appointedd in 2023 happened outside standard working hours

### Strategic recommendations

1. **Seasonal offerings:** Automotive businesses should consider tailoring their service offerings to match the demand surge in the lead-up to summer, promoting maintenance packages in spring and early summer.

2. **Year-end engagement:** Late-year promotions could help maintain steady booking volumes in Dec and January after the mid-year peak.

# Trends: when appointments are taking place in the automotive industry (daily)

## Key Insights

**Most popular day for bookings in 2023**



*(Pictograph of cars: Total bookings vs Day booking occurred — M T W T F S S, with Thu highlighted)*

The automotive industry shows a consistent demand for bookings from Monday to Friday, with Thursday marking the peak day. This trend might suggest that customers prefer to address their automotive needs mid-week, to limit weekend disruption. The significant drop in bookings on Saturday and Sunday could indicate that consumers avoid engaging in automotive services during their weekends, or it might reflect reduced operational hours for automotive service providers on these days.

## Strategic recommendations

- **Capitalise on mid-week demand:** Focus marketing efforts and special promotions on Tuesdays and Thursdays to capitalise on the high interest on these days.

- **Weekend engagement:** Explore opportunities to increase weekend bookings, such as weekend-only services or discounts, to balance the weekly load and utilise capacity.

- **Optimise staffing:** Align staffing levels with booking patterns to ensure optimal service on peak days and efficiency on slower days.

# Trends: no-shows

The automotive industry recorded a **1.99%** no-show rate. Suggesting that automotive sector appointments are often necessary for vehicle maintenance or repairs and thus are viewed by customers as essential, leading to a lower likelihood of no-shows.

Trends-wise, we see a relatively stable pattern with May, June and July as the highest no-show months. Considering this pattern, we recommend businesses utilise continuous reminder emails to reduce this no-show trend.

**No shows in 2023**



*(Bar chart: Total no shows vs Month — Jan through Dec, with May highlighted)*
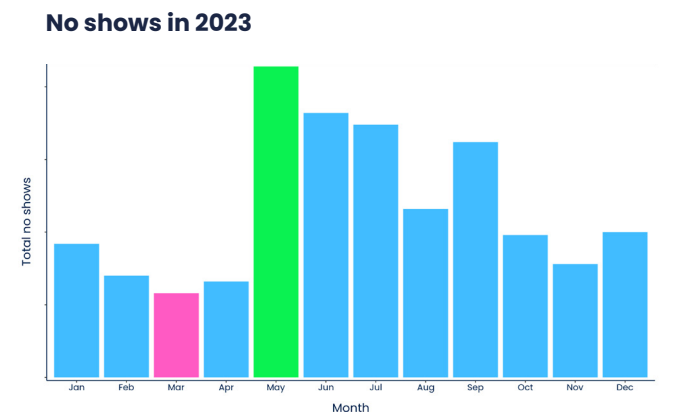
# May, June & July the highest no-show months

## CLIENT TESTIMONIAL: **FG BARNES**

"

*"We started working with Appointedd in September 2023 after they were recommended to us by a colleague who had used their services for previous event bookings.*

*Our first event that we used Appointedd for had a very complicated set up as it was really three individual events each with their own set of resources. Each resource also had a slightly different schedule and we wanted to ensure that the resource allocation was random. We also needed to assign different additional questions to each event – so as you can read, the set up was quite complicated!*

*The Appointedd team were extremely responsive to our questions and really guided us to complete the set up for the event. They explained how particular sections worked and enabled us to ensure the set up was accurate and worked effectively. We used their instant message function heavily and they were always really knowledgeable.*

*We have now used Appointedd for four different events over the last few months and have found it really convenient to be able to go back in after an event and pick up where you left off and make any changes that you need to. For example, for our September VIP Event, we had a total of 98 appointments which was fantastic – and were then able to slightly adjust the set up for our February VIP event! The team were also really responsive when it came to giving feedback – which we hope will continue to improve the service for future users."*

*Samantha Till*
Group Marketing Manager
FG Barnes

**FGBarnesGroup**
Delivering excellence since 1899

# In conclusion...

As you've seen from this report, Appointedd's booking data underscores the distinct seasonal patterns and consumer demand fluctuations across a wide range of industries, specifically highlighting trends within retail, financial services and automotive.

By closely analysing these trends, we hope you are empowered to strategically align your operational, marketing, and service offerings to address consumer needs, optimise engagement, and drive growth throughout the next year and beyond. This targeted approach, informed by precise booking data, enables industries to not only anticipate consumer demand but also to innovate in response to these insights, enhancing the overall customer experience  and business performance.

If you're already an Appointedd customer, we hope this has sparked an interesting conversation in comparing your personal data insights with those seen across a wide range of industries, as well as those within your own sector. Please reach out to your Client Success Manager if you'd like to explore this in more depth.

As a team, it is a great privilege to work alongside the organisations who sit behind this data, continuously helping them refine and optimise their online booking and scheduling processes. For a more personalised discussion on how our platform can benefit your business, we invite you to book an appointment with our team by scanning the QR code at the back of our report.

We are always open to hearing thoughts and feedback from those within our industry ecosystem, so please do get in touch with **marketing@appointedd.com** to share any thoughts or observations you might have.

# appointedd

# Unlock your business potential today!

**Schedule a call with Appointedd's sales team and revolutionise your appointment scheduling experience!**

Download the report from:
**appointedd.com/annual-data-report**

**Keep in touch**

✉ hello@appointedd.com