

INQUARTA

'Best in class' solution eliminates 90% of scheduling interruptions

"TimeDriver reverses the appointment scheduling relationship. It presents clients with the advisor's availability and it's up to the client to choose an available time and schedule the appointment. With TimeDriver, 90% of scheduling interruptions have been eliminated and I've gained back 20% of my work week."

*Don Osborne
President
INQUARTA*

'Calendar spam' cost advisors 20% of work week

INQUARTA has helped over 3,500 students gain admissions to graduate schools. An advisor works personally with each individual client, providing support and guidance on every aspect of the application. Clients reach out for an individual appointment when they require personal dialog and assistance from the advisor. "Each advisor schedules appointments with 15-20 clients per week. Unfortunately, scheduling a convenient meeting time often required as many as 10-14 emails and

phone calls back and forth, equated to a third of all correspondences and cost 20% of each advisor's work week," recalls Don Osborne, President of INQUARTA. "Initially, I hired a full-time assistant for \$40,000 a year to help, but I was adamant about finding an alternative scheduling solution that would eliminate the 'calendar spam', allow the advisors to keep track of their own rules for when they wanted to meet with people and reduce overhead expenses."

Solution saves \$40,000 in administrative overhead

Osborne evaluated a host of appointment scheduling solutions and found TimeDriver to be the most robust and well thought-out. "When a student contacts us for an appointment, we simply email back with a TimeDriver link embedded in our signature that offers them a lens into our calendars, but only to the areas where we want it open. With other solutions, we had to create 'fake' appointments to block out time," continues Osborne. "TimeDriver puts the scheduling responsibility on our clients, offering a very simple call to action to start the sales process. Instead of 10-15 correspondences back and forth, it is one or no emails to book an appointment – freeing up 20% of my

work week and saving \$40,000 per year in administrative overhead."

INQUARTA's clients like the convenience TimeDriver provides. They send an email for a meeting and receive a link to the advisor's Google calendar. "The unique approach to sharing a calendar is unparalleled and indulges our college-age clients' 24/7 lifestyles," concludes Osborne. "Initially I was concerned that the lack of personal dialog with clients and prospects would weaken the relationship, but it has proven to be the opposite. Clients are offered more options, value the use of technology and appreciate that we are willing to provide full access to our busy calendar."



About Inquarta

Since 1994, INQUARTA has helped over 3,500 students gain admission to graduate schools. The advisors for their *Success! Programs* work personally with each individual client, providing support and guidance on every aspect of the application. INQUARTA clients learn to write powerful personal essays, identify the right people to ask for letters of recommendation, select the right schools to match their goals, and perfect the art of the admissions interview.

- Who?** Don Osborne
President, INQUARTA
- How?** "Schedule Now" link in email signatures
- Usage?** ~2,000 appointments/year
- Calendar?** Syncs with Google
- Benefits?** Saved 20% of advisor's work week
Eliminated \$40,000 in administrative overhead
Reduced scheduling interruptions by 90%



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