

THE REWIRED GROUP

Disruptive technology saves CEO 250 hours a year by reinventing appointment scheduling process

“TimeDriver is a disruptive innovation. It has changed how I manage my time and how I interact with my clients. I now schedule 8-10 appointments per week with little or no client interaction or coordination. TimeDriver saves me 5 hours per week and \$4,000 per year in administrative services.”

*Bob Moesta
President and CEO
The Rewired Group*



Inefficient scheduling system impeded business success

The Rewired Group helps clients create, commercialize or reinvent products and businesses. Its success is based on working with clients in intense rounds of activity that accelerate insight and build momentum. The business model requires that Bob Moesta, President and CEO of The Rewired Group, be efficient and available when his clients need him. “The value I add to the

business is working directly with clients. Unfortunately,” recalls Moesta, “I estimate that I spent six hours every week engaged in email and phone tag instead of consulting work with my clients and prospects. And that email tag often lead clients to push out meetings. I was forced to hire an assistant to help me manage my schedule which cost me \$4,000 per year.”

TimeDriver eliminates \$4,000 in administrative costs

Through a web search, Moesta found TimeDriver, an appointment scheduling tool that allows clients and prospects to easily schedule time with him. Via a link in his email messages or on his website, clients access Moesta’s Google calendar and self-schedule a time that is most convenient for them. “Whether my clients need a 30-minute or a two-hour meeting with me, they can easily schedule without my intervention,” states Moesta. “TimeDriver has forced me to be more disciplined with my calendar and in turn added additional capacity to my schedule. I previously managed 5-10 client meetings per week and now with the time management that TimeDriver helps impose, I can manage upwards of 15.”

Appointment scheduling costs Moesta no more than one hour per week and he no longer needs an assistant to help with scheduling. “It is difficult to place a dollar figure on how much additional business TimeDriver has helped generate,” acknowledges Moesta, “but it has increased efficiencies, saved \$4,000 annually in administrative overhead and delivered to me more than six weeks a year to invest in clients and prospects.

“My clients immediately embraced TimeDriver. I recommend it to all of my clients to enable their salespeople. When clients are reaching out to you to schedule time to meet and work with you,” he observes, “that’s a tremendous sales advantage!”

About The Rewired Group

Sales and marketing innovation is a science just like product and service innovation. Grounded in the framework of disruptive innovation, The Rewired Group helps clients create, commercialize or reinvent products, services, brands and businesses. Services include: Training & Consulting, Design & Creative Services, and Business Development.

- Who?** Bob Moesta
President and CEO
The Rewired Group
- How?** “Click to Schedule” link in email and website
- Usage?** 750 appointments/year
- Calendar?** Syncs with Google
- Benefits?** Eliminated \$4,000 of administrative overhead annually

Saved six weeks of CEO’s time a year

Increased schedule capacity to manage 50% additional client meetings



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