

**VIANET WEBZONE**

**Internet marketing company saves a month and one-half annually in needless phone calls**

“Our clients are eager to get started with us to help launch or enhance their businesses. We utilize TimeDriver to eliminate the inefficiencies and delays of paper-based appointment scheduling. Now we can immediately start servicing our customers’ needs and help them build better businesses faster.”

*Erica Weese  
Manager of Client Relations  
Vianet Webzone*

**Inefficient system led to delayed customer projects**

Vianet Webzone is an internet marketing company that assists clients with building, hosting and marketing their websites and businesses. First, Vianet invites a client to participate in a welcome call to familiarize them with Vianet’s services and options. Next, the company schedules the client for a one-on-one coaching session. “Previously, we had several people scheduling welcome calls and coaching sessions using a paper-based system. It often took as many as 2-3

attempts to reach the client to schedule each session which could delay their starting date for well over a week,” recalls Erica Weese, manager of client relations at Vianet Webzone. “We scheduled approximately fifteen sessions per day and each one of these sessions took upwards of three calls at two minutes per call to schedule. We were spending more than seven hours every week trying to schedule appointments instead of working with our clients.”

**TimeDriver eliminates outbound calling and reduces staff by 30%**

“Our sales department was already successfully using TimeDriver to schedule phone calls with new and existing clients, and I realized that it would be beneficial for our needs as well. Once we implemented TimeDriver in client relations, we saw an immediate improvement in our customer service. We simply embed a TimeDriver link in outbound emails to clients that allows them to schedule a time with us via the Web that is convenient for them. When we send the email, we see an influx of as many as 50 scheduled appointments,” comments Weese. “Allowing clients to manage their own schedules and eliminating outbound

scheduling phone calls has helped us reduce our scheduling staff by 30%.”

“TimeDriver has helped us to connect with our clients every week. We don’t have the resources to call clients proactively on a continual basis, but we do have the resources to email them regularly and have them self-schedule,” continues Weese. “In addition, TimeDriver successfully manages time zone differences and allows us to service our international clients more efficiently. It has helped maximize the time we spend with our clients and has become critical to the success of our business.”



**About Vianet Webzone**

Vianet Webzone offers total marketing and advertising services across the web and electronic media. To Vianet, being online and making an impact online are two different things. The company helps clients reach results through coordinated and managed online media campaigns. It develops fully interactive online presences incorporating cutting-edge design and rich media.

- Who?** Erica Weese, Manager of Client Relations, Vianet Webzone
- How?** “Click to Schedule” link in email
- Usage?** 3,900 appointments annually
- Calendar?** Syncs with Google
- Benefits?** Reduced support staff by 30%  
Improved client experience  
Eliminated 1½ months annually of costly phone calls