

NRG BEYOND MEASURE

TimeDriver creates perfect first impression and increases revenues by \$28,000 annually

“I travel three weeks out of the month and am seldom in my office. TimeDriver provides me the relief I need to fill my calendar without my intervention or the cost of an assistant. Without it, I may have missed upwards of eight appointments per month, representing \$28,000 in annual revenue.”

*Joan Sparks
Principal and Founder
NRG Beyond Measure*



Scheduling clients delayed by costly virtual assistant

NRG Beyond Measure (NRG) offers a unique combination of coaching and leadership development training for individuals and teams and strives to set itself and its clients apart from the rest. “It is my goal to help businesses and individuals achieve extraordinary results through coaching and training. To do this, I need to focus on my clients instead of administrative tasks such as scheduling appointments,” comments Joan Sparks, principal and

founder, NRG Beyond Measure. “Every month, I schedule 80-120 billable hours with my clients. Previously, I hired a virtual assistant for \$5,000 per year to manage my schedule. In addition to the expense, the time lapse required for the assistant to contact and schedule new clients and to reschedule clients as needed often left 10% of my calendar open, resulting in lost revenue opportunity.”

Self-scheduling saves \$5,000 annually

“Through a business associate, I learned about TimeDriver, an online personal appointment scheduling tool that allows clients to access my calendar and available timeslots. Simply by clicking on a link in either an email or on our website they self-schedule their session with me. My assistant moved on to a new position and I was able to save \$5,000 per year in administrative costs,” comments Sparks. “In addition, TimeDriver links directly to my Outlook calendar so when clients schedule a time with me, both Outlook and my Blackberry are seamlessly updated.

“Ninety percent of my billable hours are spent with recurring clients. I reschedule

their next appointment at the end of each coaching session. However, each month there are clients that have to cancel and reschedule as well as a few new clients,” continues Sparks. “TimeDriver allows them to easily schedule through the website or an email link, without any lost time. Without my intervention, open time slots are filled, delivering about \$2,400 of additional revenue each month or more than \$28,000 a year. In one instance when I was out of town for a few days, I sent a potential client a TimeDriver link to schedule time with me when I was back in town. His ability to self-schedule helped me to land a top client—it made a perfect first impression!”

About NRG Beyond Measure

NRG Beyond Measure creates extraordinary results for businesses through a unique combination of training and coaching for individuals and teams. Training involves teaching a particular skill or knowledge set. Coaching develops critical thinking skills, interpersonal communication, creativity and increased awareness of self-responsibility. NRG creates a positive, supportive environment – facilitating individual and team growth with immediate integration for accountability, productivity and results.

- Who?** Joan Sparks, Principal and Founder, NRG Beyond Measure
- How?** “Click to Schedule” link in emails and on website
- Usage?** ~100 appointments annually
- Calendar?** Syncs with Outlook
- Benefits?** Delivered more than \$28,000 annually in new revenue
Saved \$5,000 annually in administrative costs
Improved client experience



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