

LOUISIANA TECHNOLOGY COUNCIL

TimeDriver helps stimulate economic development in hurricane-damaged areas of Louisiana

“We are managing a federal HUD grant to help promote economic development within the state. TimeDriver helps maximize the grant by eliminating 3-4 hours per week of administrative bottlenecks, giving me more time to focus on helping small businesses grow in the areas of Louisiana hit hardest by hurricanes Katrina and Rita.”

*Will Norris
Director of TechAssistLA
Louisiana Technology Council*

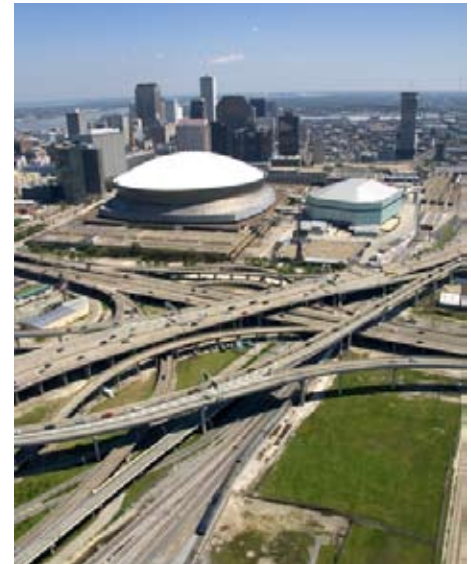
Funding hurricane-hit businesses hindered by outdated appointment scheduling process

The Louisiana Technology Council (LTC) manages a federal grant, named TechAssistLA, which provides free assistance to small firms by paying LTC member companies to do the required work in their area of expertise. “We have hundreds of companies needing our assistance. Before they receive help they have to complete extensive paperwork showing their need and location in the hurricane zone. Once complete, I contact them to schedule an appointment to review their application,” explains Will Norris, Director of TechAssistLA, LTC. “Prior to TimeDriver, I typically scheduled 3-4 appointments per week. It was a tedious process that required multiple phone calls or emails back and forth. It took me as much as 30 minutes to schedule each review.”

Automated scheduling eliminates 99% of phone tag and doubles the number of applicants receiving grant funds

The LTC, a non-profit, member-funded organization with a limited staff, is always looking for new technologies to improve efficiencies and management of the federal grant dollars. “We manage TechAssistLA clients and program progress within Salesforce.com. I manage my personal calendar using Microsoft Outlook and a consultant recommended TimeDriver to help manage the scheduling process,” recalls Norris. “I was able to quickly implement the technology, link it to my Outlook calendar, embed TimeDriver ‘Schedule Now’ links in emails and present available time slots to clients for appointments. Now appointments automatically flow into my Outlook calendar, eliminating 99% of the time I previously spent making phone calls or drafting emails to schedule appointments.”

Following the implementation of TimeDriver, the TechAssistLA program was publicized across the hurricane zones in LA. “Immediately there was an up-tick in the number of applicants for the program and the number of appointments per week that automatically flowed into my calendar increased to 6-8 qualified appointments per week,” continues Norris. “Before using TimeDriver, scheduling these appointments would have taken me at least 3-4 hours per week. Now I can spend that extra 1.5-2 days a month interviewing applicants, helping connect the appropriate members of the council with the businesses in need of assistance and filing with the State of Louisiana for billing. The LTC is all about economic stimulus and developing technology-based companies across the state and TimeDriver has helped a record number of companies start receiving assistance,” concludes Norris.



About Louisiana Technology Council

The LTC’s mission is to encourage the advancement of technology applications and to improve the long-term competitiveness of the New Orleans economy. It helps organizations use technology resources to their competitive advantage and has helped develop a greater technology based industry for the area.

- Who?** Will Norris
Director of TechAssistLA
Louisiana Technology Council
- How?** Sends email invitations embedded with a “Schedule Now” link to small businesses interested in federal grant assistance
- Usage?** ~120 appointments/year
- Calendar?** Syncs with Outlook
- Benefits?** Eliminates 1.5-2 days per month of administrative overhead
99% of phone and email tag eliminated
Assistance provided to record number of companies in a month
Drives economic stimulus in hurricane-hit areas of LA

