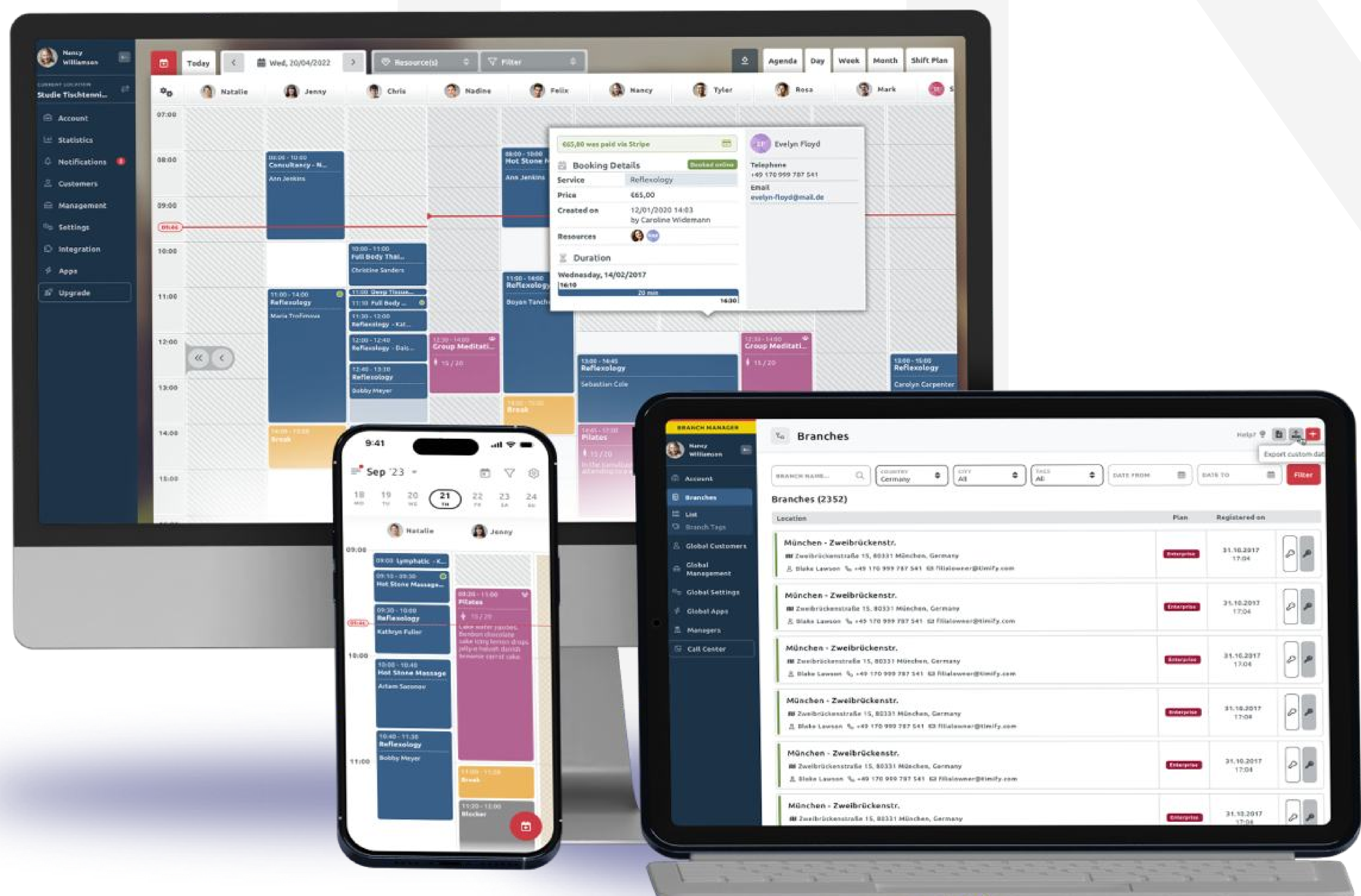


WHY YOUR SMB CUSTOMERS NEED A BOOKING TOOL

3 tips on how to sell **Mono Scheduling+**, powered by Timify



1. SELL THEM THE BENEFITS

Be found everywhere

Integrate appointment booking seamlessly with your website, social media, and marketing campaigns so customers can **book 24/7**, whenever they're ready.

Increase number of bookings

According to Timify, their online booking system **increased bookings by 45%** in the beauty industry. In the fitness sector, 50% of appointments are booked outside business hours.

Save time on manual tasks

Consultancy businesses experienced an **80% reduction** in time spent on **manual tasks**.

Shorten appointment lengths

Healthcare businesses experienced a **35% decrease in appointment lengths**, leading to more efficient use of time and better service.

Reduce no-shows

In the sports industry, businesses saw a **40% reduction in no-shows**.

2. SHOW THEM WHAT THEY GET

Easy and fast booking

Allow customers to reschedule or cancel appointments according to your rules, without the need for direct contact. Instantly display spots online for others.

Seamless experience

Customers enjoy the convenience of receiving timely reminders for a more cohesive experience.

Upselling opportunities

Gather valuable customer information in advance to tailor booking suggestions.

24/7 scheduling

No more missed calls or email hassles! Enable your customers to book services around the clock, ensuring they find appointments that suit their schedule.

Data-driven platform

Gain valuable insights into your busiest hours, popular services, and booking trends.

Streamlined processes

Simplify scheduling via a shared calendar, and accept secure payments right when appointments are booked.

3. GET SPECIFIC

Tie these benefits back to the specific business you are selling to. For example:

Beauty and health

Make it easy for your customers to book their favourite beautician, hairdresser, doctor, or dentist at their preferred time. Let the customer be in control - all the while you sit back and watch the bookings come in. Staff can easily manage their availability and appointments through the app.



Fitness

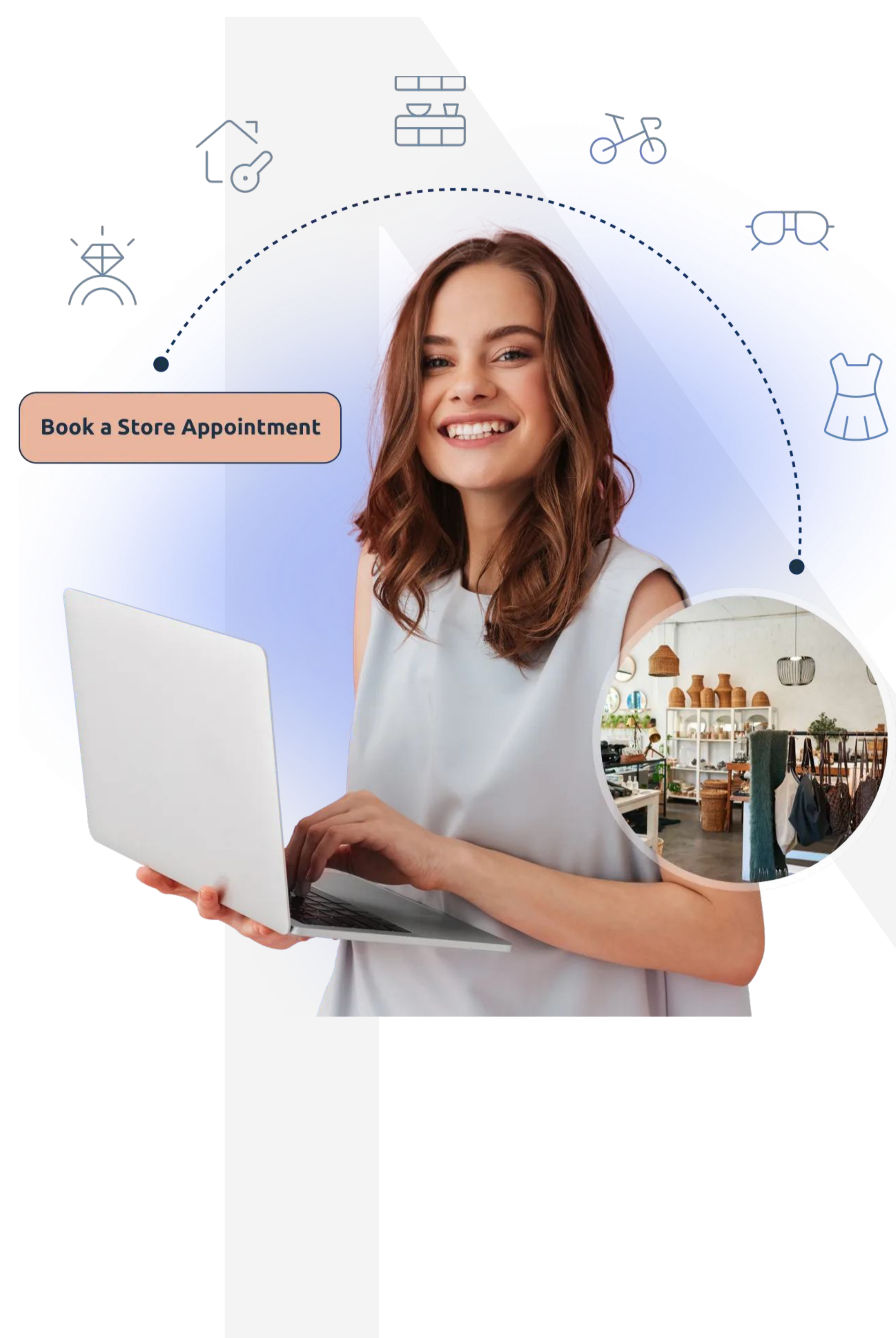
Allow members to book and pay for classes online anytime - no need for the reception to be open. They can easily cancel or reschedule without having to call or email you.

3. GET SPECIFIC

Tie these benefits back to the specific business you are selling to. For example:

Retail

Offer a shopping journey tailored to the customers' preferences. This not only creates opportunities for upselling and cross-selling but also leaves consumers feeling valued. Appointment bookers display a stronger intent to purchase, resulting in four to six times larger average basket sizes compared to non-bookers.



Consultancy

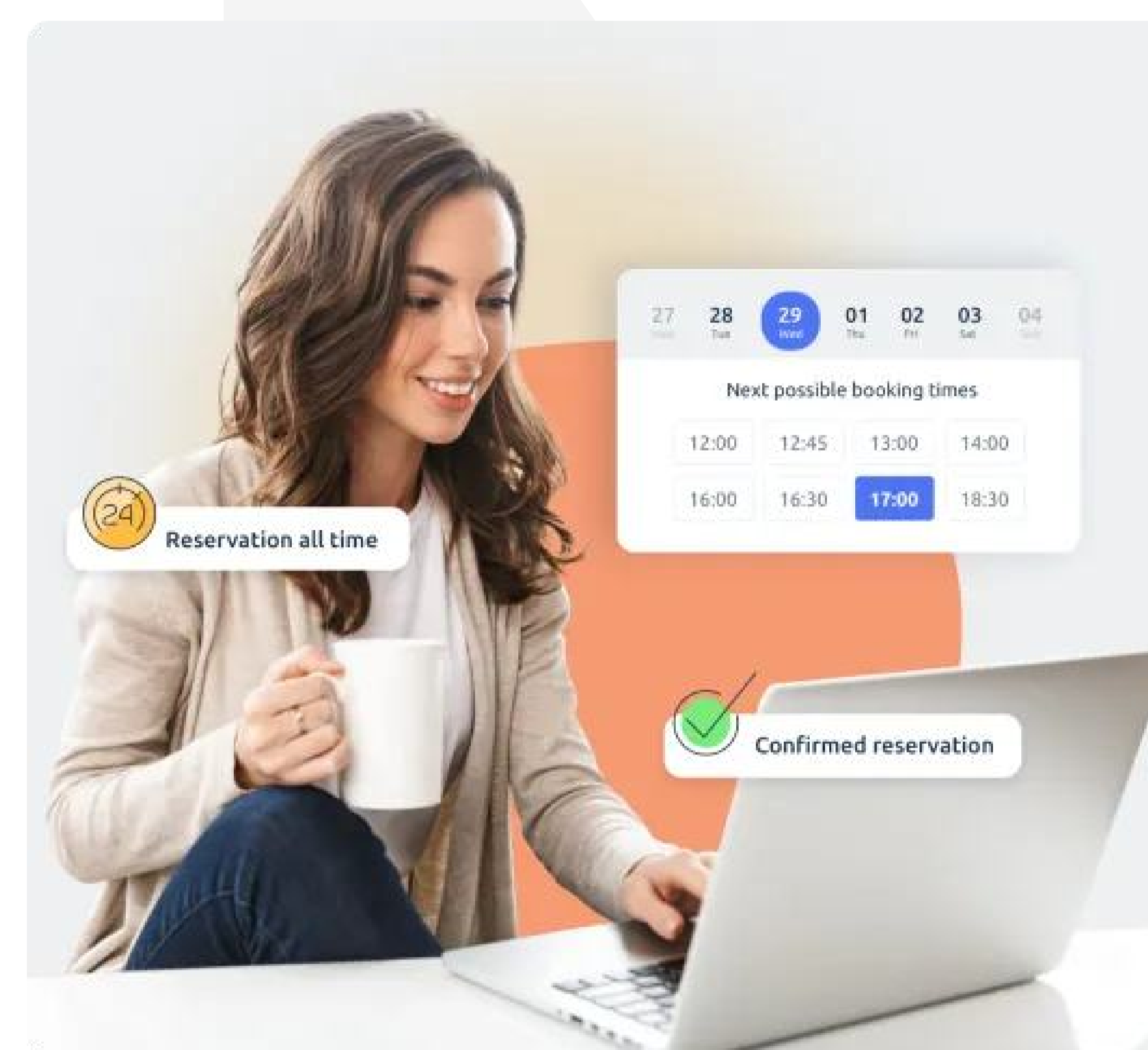
Consultants can find themselves spread thin. A digital solution to automate scheduling tasks gives back highly valuable time to focus on your business and clients. Be available to potential customers 24/7 by making online booking an integral part of your website, social media and marketing activities.

3. GET SPECIFIC

Tie these benefits back to the specific business you are selling to. For example:

Hospitality

Let guests book tables or rooms online with ease. Scheduling+ ensures seamless coordination, preventing double bookings. Stay organized by managing your reservations, guest details, and staff shifts—all within the TIMIFY App.



For more examples, visit Timify's website:
<https://www.timify.com/en/solutions/online-booking-system-for-small-businesses/>

Key Features

All plans:

Online appointment calendar

Accept and manage appointments through online appointment calendar.

Cancellation and rescheduling

Customers can change or cancel their bookings according with the SMB's specifications.

Customer management

The SMB decides which fields appear in the booking widget and if they are mandatory for customers to complete.

Unlimited number of bookings

The SMB can take as many online bookings as they need from their clients.

Booking module

A booking module makes it easy to prompt visitors to make a booking directly on the Mono website.

Resource management

Add and manage resources, for example staff members or equipment, that the end user can book.

Booking slot reservation

'Incoming bookings' marked in the calendar when an appointment is under way to avoid double bookings.

Booking confirmations via email

Booking confirmations can be received via email, making sure the SMB client never misses an appointment.

Online payment

Allow customers to pay for their appointments. Please be aware credit and debit card fees apply.

Premium:

Google & Outlook Calendar Sync

No more double bookings, scheduling conflicts, or missed appointments: sync your Outlook/Google and TIMIFY Calendars to stay on top of your schedule.

Preparation and follow-up time

Add "buffer times" before and after an appointment to ensure that the full duration of a booking is always accounted for.

Shift Planner

The shift planner allows you to set working hours individually and to optimally manage vacation and sick leave days.

Group booking

Make any type of group event (classes, training, conferences) online bookable, with simple management of sign-ups, notifications and online participants.

Custom data fields

Personalise your booking flow with custom data fields, such as number of guests for a table reservation, address or dietary requirements.

Marketing Offers

Easily create offers and promotions for a limited time based on your existing services.

An example email

Subject line: **Increase Bookings by 45% with online scheduling**

Hi [Name],

Did you know an online booking system can boost your bookings by up to 45%?

We understand how busy running an art school can be, and we're here to help you grow while simplifying your workflow. That's why we'd love to introduce you to an online appointment booking system.

For just [XX EUR/month], this tool allows your students to:

- Book and pay for classes online anytime—even outside office hours.
- Easily cancel or reschedule without calls or emails.
- Free up their spot immediately for another eager student.

No more missed calls or email hassles—just more time for you to focus on what you do best.

Ready to learn more? I'd be happy to discuss how this can work for your school.

Best regards,