

Click here to Book Online... fill in a basic web form, click submit (sends an email); then sit and wait! That's not booking online, that's misleading people!

Expectations

- I. People like to use Online Booking because they it is fast, convenient and gives an immediate response.
- II. Businesses like to use Online Booking to deliver amazing customer service, streamline processes, improve efficiency and generate more profits

21st century promise with 1990's delivery

In reality, businesses using a web form as an Online Booking facility are failing themselves and their customers.

Not convinced? Let's take a look at how it works for...

A. Your Potential Customer

Well in reality, not a lot. It has...

- Replaced a phone call with an email
- Delivered a delayed and poorer customer experience
- Suggesting immediacy only to create uncertainty
 - Can they do the day/time I asked for?
 - When will I find out?
 - Will they reply?
- 21st century promise with 1990's delivery
- Probably failed to convert that prospect into a customer

B. You and Your Business

Again, not a lot. It has...

- It has removed the inconvenience of a ringing phone
 - Tried, but actually failed to open your business 24/7/365
 - Let you do things when you want – not when your customer wants you to do it
 - Failed to meet customer expectations
 - Made your website (and your business) look outdated
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Book Online – Ah, Just Kidding

OK, that process is dreadful; so what's the alternative? Any business of any size, with any budget, can now offer its customers a fantastic Online Booking experience that works from any Website, Social Media page, Tweet or Email.

Now let's take a look at using Online Booking from MiQuando.com and see what that does for both...

A. Your Potential Customer

It has...

In Automatic Mode -

Replaced a phone call with a Booking that is immediately confirmed to the Customer by Email and/or SMS and an appointment to go into their calendar.

In Manual Mode -

In Manual Mode - Replaced a phone call with a Booking Request that is immediately acknowledged to the Customer by Email and/or SMS

Delivered a 21st century customer experience leaving customers with a great feeling, knowing your business works with for them...

- 24 hours a day, 365 days a year
- Whenever and from wherever it suits them
- Letting them choose their own times
- With immediate acknowledgements and confirmations
- With reminders set to ensure they don't miss it

B. You and Your Business

It has...

- Removed the inconvenience of a ringing phone
- Streamlined your processes
- Genuinely opened up your business 24hrs a day, every day
- Put the customer first and exceeded their expectations

In Automatic Mode -



Book Online – Ah, Just Kidding

- Accepted a Reservation/Booking in your own online diary/calendar that is immediately confirmed to you by Email and/or SMS and an appointment to go into your smartphone.
- Reserved the resources required to fulfil the booking
- Scheduled a Reminder to be sent to both you and your customer via Email and/or SMS (reduces customer No Shows by up to 90%)
- Exceeded customer expectations

In Manual Mode -

- Received a Reservation/Booking request, held in your own online diary/calendar that is immediately notified to you by Email and/or
- Provides the opportunity for you to Confirm/Decline directly from the Email, SMS or online via MiQuando.com

And once confirmed

- Accepted a Reservation/Booking in your own online diary/calendar that is immediately confirmed to you by Email and/or SMS and an appointment to go into your smartphone.
- Reserved the resources required to fulfil the booking
- Scheduled a Reminder to be sent to both you and your customer via Email and/or SMS (reduces customer No Shows by up to 90%)
- Exceeded customer expectations