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**Engageware Achieves Historic Technology Industry Milestone Enabling Consumers to Schedule Over**

**One Billion Appointments**

*—Enterprise appointment scheduling pioneer fuels the “by-appointment” economy—*

**TEWKSBURY, Mass., Jan. 11, 2022** – [Engageware](https://engageware.com/), the industry-leading provider of customer engagement solutions, announced today that more than one billion appointments have been scheduled via its award-winning appointment scheduling software. Fifth Third Bank, Engageware’s long-time customer, successfully scheduled the one-billionth appointment in support of a home mortgage purchase.

This appointment represents the evolution of [enterprise appointment scheduling](https://engageware.com/appointment-scheduling/) from an innovative customer interaction approach many years ago to an essential part of customer engagement today. Market leaders across all industries, including retail (David’s Bridal, Crate & Barrel), financial services (Fifth Third Bank, Regions Bank), healthcare (Quest Diagnostics), and hundreds of others, trust Engageware’s appointment scheduling to differentiate their service offerings, optimize business efficiency, and maximize customer satisfaction.

The scheduling of more than one billion appointments is a momentous occasion demonstrating the increased demand for appointment scheduling and just how instrumental the technology has become in providing customers a more personalized, engaging experience. It is evident how much consumers have latched onto the practice of scheduling when you consider the following representation of the sheer scope of one billion:

* On average, each appointment lasts thirty-nine minutes. Therefore, one billion appointments equate to more than 74,200 years or over 27 million days’ worth of scheduled customer interactions.
* One billion appointments amount to at least $350 billion of business value.

Engageware established the appointment scheduling category more than twenty years ago, paving the path for the appointment economy. COVID has expedited the business necessity and consumer demand for pre-scheduled one-to-one engagements. 2021 had more appointments booked than any other year in Engageware’s history, demonstrating that appointment scheduling has become an essential part of customer engagement best practices.

Bill Clark, CEO of Engageware, said, “We pioneered the concept of online appointment scheduling more than 20 years ago with the vision of transforming the way organizations engage and connect with customers. The first booked appointment was a game-changer, and although the capabilities have evolved enormously based on our partnerships with our customers, our mission remains the same – to help organizations provide high-value customer engagements that drive measurable growth.”

The economic benefits of business engagements initiated by appointment are substantial. Appointment scheduling is now a powerful tool for converting online browsers into in-store buyers, seizing customers at the peak of their interest and delivering on the promise of a more human and personalized shopping experience. According to Engageware’s research, appointment shoppers spend three times more than walk-ins. Additionally, financial institutions using appointment scheduling booked 118% more loans in Q2 ’21 than the industry average from a study of Q2 2021 data from the FDIC and NCUA.

Engageware’s solution drives real business impact and facilitates deeper customer engagement through personalization. Increasing conversion and revenue generation, appointment scheduling translates into big dollars. The intuitive design is simple to use, delivering high-value, friction-less interactions from start to finish, across multiple channels, that delight customers. Additionally, the solution provides analytical data and insights to improve customer service satisfaction levels, drive measurable growth and generate efficiencies across the organization.

Eric Dixon, Assistant VP of Omni-Channel CRM, Consumer Solutions Group at Regions Bank, said, “Our focus at Regions Bank is building relationships with the customer and making sure we have care built in—finding out what their life goals are and helping each customer have financial freedom and stability to reach them. The ability to offer personalized, individual appointments and expertly match customers to the correct resource has played a significant role in driving new and existing customer engagement.”

David’s Bridal has made pivotal changes to its strategy with a focus on customer service, appointment scheduling, and ‘virtual styling’ making both in-store and virtual consultations supported by Engageware. “Appointment scheduling is a huge part of our customer-centric strategy moving forward. It allows customers to take center stage and gives our employees a powerful planning tool to ensure they can provide the best personalized service possible for every appointment,” said Bob Walker, Chief Retail Officer for David’s Bridal.

Clark added, “Achieving a milestone of this magnitude is incredible and represents a new era for customer engagement. A billion of anything is extraordinarily rare. This achievement has moved the world one appointment at a time – and it continues to grow exponentially as enabled by Engageware’s technology and category expertise.”

**About Engageware**

Engageware (formerly TimeTrade SilverCloud) provides industry-leading technology and expert know-how to help organizations better engage their customers. Trusted by more than 500 organizations, our self-service, appointment scheduling, and knowledge management solutions – combined and integrated with those of our market-leading partners - make it easy for customers to answer their questions quickly, connect to the right resources when scheduled expertise is needed, and get a consistent, efficient experience when help from a representative is required. Organizations that use our customer engagement solutions deliver quality customer experiences no matter the channel — enabling faster growth with greater efficiency.For more information, visit [engageware.com](http://engageware.com/).

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