

# Award-winning customer self-serve appointment system at a UK Building Society

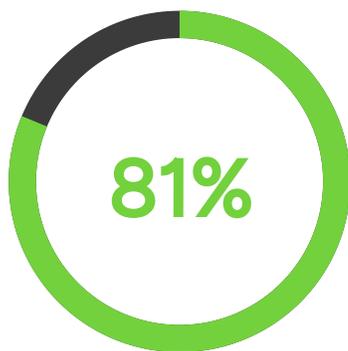


Newbury Building Society is one of the UK's oldest building societies, established in 1856. They have 10 branches nationally.

## Challenges

### A high rate of cancellations and a manual process

At the end of 2020, Newbury Building Society was experiencing a high rate of appointment cancellations and lot of frustrated customers. At the time, they were using a combination of multiple Outlook calendars and taking appointment requests over the phone. This led to a large administrative workload and no way for customers to book their own appointments.



Appointments booked by customers



Appointment cancellation rate



Appointments booked to date

## Solution

# Newbury Building Society swapped manual process for an automated self-serve booking method

Newbury Building Society began looking for a secure, enterprise-scale solution. Sign In Scheduling provided Newbury with:

- A **customized booking page** with a self-service option for customers
- **Service-specific messaging**
- **Automated appointments confirmations and reminders**
- **Staff management via separated teams**
- **Reporting**
- Questions at the time of booking

After a two-month trial, Newbury adopted Sign In Scheduling into their mortgage sales team and their savings sales teams. They have since adopted 10to8 across all of their 10 UK branches. These features provide Newbury with improved visibility of customer bookings and hours of additional admin time. Staff can now participate in more activities such as training, development, and higher-quality customer support.

*"We put the customer at the center of our business decisions. Sin In Scheduling understands this and knows how we operate. They are transparent about pricing and provide a professional and efficient service."*

**Richard Newport**

Project Manager, Newbury Building Society



## Results

# An uplift of appointments year on year and a reduction in cancellations.

Before adopting Sign In Scheduling, customers' ability to self-serve was non-existent. By March 2021, **48% of their customers were booking their own appointments**, and by March 2022, this has **risen to 81%**. Their cancellation rates were at 28% before Sign In Scheduling and **dropped to just 12%** after introducing automated messaging. To date, Newbury has **booked over 9,000 appointments for over 6,600 customers**. In 2021, they took 2,914 appointments and in 2022, they have taken 5,771 so far, an **uplift of 98% in less than 12 months**.

### Results at a glance

- 81% of customers were booking their own appointments
- Cancellation rates dropped to 12%
- Over 9,000 appointments booked
- Over 6,600 customers
- 98% appointment uplift in 12 months.
- Sending 800 messages per week



## Let's start your success story!

We would love to get to know your organization and its scheduling and visitor management requirements. Let's talk!

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