

# 436% increase in bookings and 400% in members

UWE  
Bristol

The University of West of England (UWE) is a public university located in Bristol, England. It was established in 1992 and is now one of the largest universities in the South West of England, with over 30,000 students. Their Center for Music provides a chance for students to either start or continue their musical journey

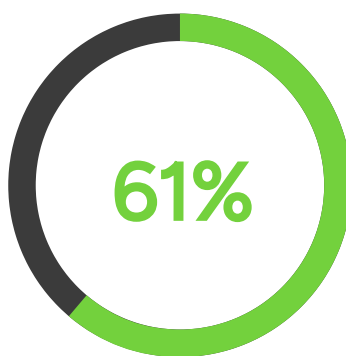
## Challenges

### A manual booking process and no self-serve option

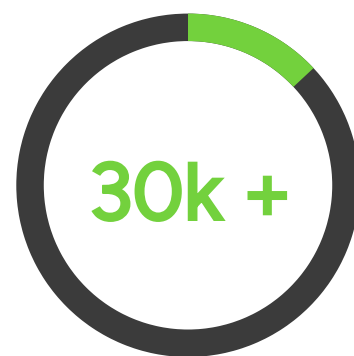
In 2018, the University was making all appointments manually via Excel spreadsheets. At the time, they only had about 400 members, people would ring up or email to make an appointment. There was no self-service option for students, no streamlined appointment booking process, and a high volume of calls.



Hours of admin  
saved



Student-initiated  
bookings



Appointments  
booked to date

## Solution

# Rapidly scaling their appointment count while implementing a self-service option for students

Booking via a spreadsheet was a time-consuming, onerous process that involved a lot of back-and-forths. As they are open every day from 9 am to 9 pm seven days a week, this also involved a lot of admin. The University of West England started using Sign IN Scheduling in late 2018. After just a few months, they had six staff members taking more than 700 appointments monthly. By mid-2021, they were taking thousands of appointments each month.

Some of the features they implemented include:

- Online booking page
- Class bookings
- Automated reminders and confirmation emails and SMSs
- PayPal integration
- Advanced reporting
- AI-powered smart messaging

*"I'm a firm believer in the benefits of using Sign In Scheduling and the customer service has also been excellent. I can't imagine what it would be like if we were still using an Excel spreadsheet, that would be pretty horrendous!"*

**Savannah Baldry**

Senior Administrator and  
Communications Coordinator, UWE



## Results

### Significantly scaling their organization through adopting online scheduling

Since implementing Sign In Scheduling, the department has grown significantly from just 400 members to over 2,000, a 400% increase. In 2019, UWE took just over 2,000 appointments. By 2022 they had rapidly scaled and booked over 11,000 appointments — a 436% increase. They've **saved 1,814 hours of admin work or around 227 working days**. This has **saved them over £26,800 in admin costs**.

#### Results at a glance

- Over 400% increase in members
- Over 436% increase in appointments
- 61% of appointments made by students
- 1,815 hours of admin saved around 227 working days
- No-shows reduced to 6%
- Over 30,000 appointments booked



## 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!

[Book a call](#)