

Specification of business processes

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1. Business goals of the organization

“Appointify” is an online booking platform that effortlessly connects customers with a wide range of services like: Barbershops, Clinics, Beauty Salons, etc. All bookings are made online using (Mobile Application or Website) or can be made at a spot (Service provider) by Receptionist. The main goal of organization is:

- **Expand User Base:** Grow the number of registered companies (both service providers and customers) by a **0.5% monthly**. Targeting both sides of the marketplace is essential for a balanced growth.
- Increase number of **online Bookings by 20%** by the end of the year (12 months).

2. Business Processes

Scheduling and Managing Appointments

- a. A comprehensive overview of the business process along with an explanation of the performance metrics produced by this process, potential existing analytical The process of scheduling and managing appointments on Appointify is designed to be highly efficient, user-friendly, and flexible, accommodating the diverse needs of both service providers and customers. Central to the platform's functionality, this process allows for real-time availability updates, instant booking confirmations, and easy rescheduling or cancellation, all aimed at maximizing service provider utilization and enhancing customer satisfaction.

- b. Typical questions

How do worker ratings influence the number of bookings?

How do company ratings affect bookings?

What characteristics are common among highly rated service providers?

How does seasonal variation affect booking volumes for different service categories?

What is the effect of weather conditions on bookings for outdoor-related services?

What impact do promo codes have on booking rates?

Give the average monthly number of appointments made for the last year.

Give the number of appointments made during the holiday periods.

c. Data

The appointment system, known as "Appointify," extracts all data related to appointments from "Appointify" and Excel "Reviews Table"

Customer Registration and Intake

- a. A comprehensive overview of the business process along with an explanation of the performance metrics produced by this process, potential existing analytical challenges.

The customer registration and intake process on Appointify is streamlined and user-centric, designed to quickly and efficiently onboard new customers to the platform. This process ensures that customers can easily navigate the platform, find the services they need, and book appointments with minimal friction. It's the first step in building a lasting relationship between the customer and the platform, emphasizing ease of use, security, and personalized service discovery.

Process Description:

New customers begin by signing up on the platform, either through the website or mobile app, providing basic personal information such as name, contact details, and preferences. The registration process is enhanced with optional steps for customers to

specify their service preferences and any additional information that might aid in personalizing their experience.

b. Typical questions

Based on service category, what are the most booked services this month?

Which service providers received the highest ratings this month?

Are there any appointments booked this month that have not been completed?

What is the average rating for services across each category?

c. Data

All data about Registration intake are fetched from the patient directory system.