

## [CASE STUDY: EASYAS DRIVER TRAINING]

Welcome to EasyAs Driver Training, ([www.easyasdta.com.au](http://www.easyasdta.com.au)), a driving school in the southeast region of Queensland, Australia. EasyAs Driver Training operates 50 vehicles with 4 full time support staff in their Central Booking Office providing approximately 1000 driving lessons per week.

How do they set their business apart? With two critical investments:  
Instructor training and a comprehensive appointment reminder service.

### [OVERVIEW]

EasyAs Driver Training expanded its operations in 2007 after 30 years as a sole operator. Having started with a single vehicle, EasyAs Driver Training now operates 50 vehicles with expansion plans to a fleet of 100 vehicles.

EasyAs Driver Training strives to provide service above their customers' expectations. In this highly competitive industry owner Mark Anson has differentiated EasyAs Driver Training by investing in two areas - trainer skill and customer service.

To ensure superior trainer skill, EasyAs Driver Training provides 2 to 3 times more the driver training instruction industry standard. As part of creating a superlative total customer experience, Mark prioritized improving his clients' entry point to an on-line scheduling feature.

In addition to the scheduling service, Mark wanted an automated reminder service. He looked for a service with superior customer support to ensure smooth integration with his existing work flow.

He chose Apptoto.

### [REQUIREMENTS]

#### [Versatile so it serves all clients]

Apptoto sends reminders by voice, SMS text, or email.

#### [Easy to use]

Apptoto automatically extracts the client and appointment information stored in the EasyAs Driver Training Google™ calendar. Mark can then use Apptoto to customize emails and reminders to his customers.

#### [Customizable and reliable scheduling]

For Mark, the ability to adjust Apptoto's reminder filters based on student gender has been key. As important, Apptoto reminders go out 100% of the time - no failures.

#### [Seamless integration]

Apptoto delivered the seamless integration of automated reminders with EasyAs Driver Training's existing on-line booking and Google™ calendar services. Apptoto schedules reminders for multiple calendars to serve twenty driver trainers and all clients.

## [RESULTS]

### [Reduce missed appointments]

The driver's education industry has approximately a 25% no-show rate. Apptoto has been a successful part of Mark's overall strategy to reduce missed or cancelled appointments.

EasyAs Driver Training now sends 1000 reminders per week to its clients and uses Apptoto to support a team of 50 trainers. Since implementing Apptoto, EasyAs Driver Training has reduced their client no-shows to half the industry average. Apptoto's automated reminder service has been critical to this success.

“As I incorporated Apptoto's automated messaging service as part of our business practice, I saw our company become an industry leader.”

Mark Anson, Owner  
EasyAs Driver Training



Sign up for Apptoto today at no obligation.

**Free trial available.**

No credit card required.

**AUTOMATED APPOINTMENT MESSAGING SERVICE**