



Make it easier for buyers to  
meet with your brand.

## How It Works

1 

Businesses can sync their team's calendar\* with The Conversion Cloud® or manage their team's availability directly in the platform.

2 

Prospects can schedule appointments with your business based on real-time availability.

3 

Sales teams receive a notification when an appointment is scheduled, and prospects receive confirmation of their appointment.

\*Schedule Genie integrates with calendars in Outlook, Google, RentCafe, and others. Speak with your account manager to determine if your preferred calendar integration is available.

## Features

- Allow prospects to self-schedule an appointment on every page of your website.
- Ask lead qualification questions before the appointment.
- Customize your email confirmation message to encourage prospects to take additional steps in the customer journey.
- Manage, track and change your sales appointments within your dashboard.
- Stay notified of your upcoming appointments by syncing Schedule Genie with your team calendar.
- Identify which marketing channels led to a scheduled appointment.

## Benefits

- Increase your lead to appointment conversion rate. Schedule Genie prompts website visitors to schedule an appointment and makes it easier for prospects to set an appointment after business hours.
- Save your team time. The automated scheduling process is faster and more convenient than scheduling a tour by phone, email, or contact form.
- Improve reporting. Sync appointments with your CRM and team calendar to streamline the sales process and easily show stakeholders the success of your sales and marketing efforts.

## The Conversion Logix Difference

Whether the next stage of your customer journey is a tour, appointment, or test drive, Schedule Genie provides real-time calendar availability to website visitors, increasing the chances of a prospect scheduling a meeting with your brand. This process enables you to track the source of your appointments, optimize your marketing efforts to generate future online appointments and integrate your appointment setting process with your CRM and team calendar.