



Business pros waste five hours a week arranging meetings

***-- Meeting inefficiencies cost western economies billions each year
and more than half the working week --***

22 April, 2009 – Zurich – Managers and administrative professionals burn an eighth of their working week arranging meetings and conference calls according to research released today. Doodle, the leading online scheduling tool and author of the survey, believes workers could “reclaim Friday afternoon” and companies can save costs by working smarter when arranging meetings.

Doodle estimates that the time spent arranging meetings each year equates to thousands of Euros of a manager’s and an administrative professional’s salary, illustrating the cost to business of ‘traditional’ ways of scheduling meetings. With some million managers and admin pros in national economies of Europe or the US this equates to a total annual economic cost of several billion Euro per annum in spent wages.

The pan-European and US survey of 2,500 professionals found the most common ways to organise meetings are via classic calendar systems (32 per cent), email (31 per cent) and by phone (22 per cent). On average, professionals spend five hours arranging times to hold seven meetings per week. And yet one in every six meetings is rearranged, the survey found. With each having four to five participants, this helps explain why three quarters of all professionals spend almost five hours each week - more than half a working day - just arranging them, Doodle's CEO Michael Näf says.

“We could take a half day off every Friday with the time saved on meeting arrangement by using simple online tools that do it much quicker and more reliable,” Näf said. Doodle is a simple-to-use, free online tool that helps organisations and individuals save time organising meetings by offering a transparent view of everyone’s preferred choices. It closes the gap between the main calendar systems on multiple platforms, including Microsoft Outlook and mobile platforms, and also the trusted paper agenda, Näf added.

"The study suggests that while the ways of doing business have evolved, professionals tend to revert to email for everything - even for things that can be done more simply online," Näf continued.



The key findings from the survey:

- Business professionals organise seven meetings a week on average, with the mean length of each being two hours 45 minutes.
- Most meetings have at least four or five participants, meaning four- and five-way 'reply-all' email strings to arrange them – this is a lot of emails if firms don't use online scheduling tools.
- Across Europe and the US administrative staff use calendar systems (34 per cent) more than managers (27 per cent). Meanwhile managers prefer email (34 per cent) to arrange meetings over administrative staff (30 per cent).
- Managers typically need to rearrange more meetings than their assistants, with 69 per cent of managers needing to reschedule get-togethers compared to under half (46 per cent) of admin pros.

You can get the full report and charts here:

<http://doodle.com/about/mediareleases/survey.html>.

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About the Survey

2,500 administrative and management staff from UK, US, France, Germany and the Nordic region (500 from each) were questioned by email and online links in March 2009 by UK-based research company LMRMC. You can get the full report from Doodle.com's website – <http://doodle.com/about/mediareleases/survey.html>.

About Doodle

Doodle makes it easy to find the right time for a group gathering or a meeting. With just a few clicks you can establish a "poll" – a tabular display of possible available time slots – invite participants and see clearly in a table which options best suit everyone. Doodle is a free web service, doesn't require any registration and is available in 28 languages worldwide. The usability and the entrepreneurial achievements of Doodle have been awarded across the world: For example, the Mashable Open Web Awards 2008 "Bloggers' Choice" and "People's Choice" (<http://mashable.com/2008/12/16/open-web-awards-2-winners/>), and the Swiss ICT Award 2008 (<http://doodle.com/blog/english/2008/11/11/doodle-wins-swissict-award-2008/>).

Doodle has more than 3 million unique clients. In Doodle's home country, Switzerland, 10 per cent of the entire population use the service at least once a month, and this figure is also growing.

For more information please visit www.doodle.com

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