



Doodle Raises Bar Again for Online Scheduling—Delivers Efficiency Feature to Track RSVPs

Zurich, December 16, 2009 – Who better to advance online scheduling than its pioneer, Doodle? In a recent market study by business consultants Vendbridge*, Doodle (www.doodle.com) surveyed online schedulers to learn what capability would next be of greatest value to them; the sample of respondents clearly prioritized getting reliable, prompt responses from all meeting participants. In direct response, Doodle today released new efficiency features for its [Premium Doodle](#) and [Branded Doodle](#) customers—Quick Reply and binding RVSPs.

These features accelerate scheduling and improve handling of meeting requests by driving participants to respond in a timelier manner. Quick Reply enables organizers to track who is responding and send either automated or manual reminders after a defined period of time. Binding RSVPs are now also available as part of Doodle’s Efficiency Features package for paid users. When a poll initiator activates this option, participants must provide their contact detail (i.e. name, phone number, or address) in order to cast a vote.

According to Daniel Joerg, Digital Strategist, Burson-Marsteller, “Branded Doodle is a comprehensive solution that simplifies the scheduling process tremendously. We use it to schedule meetings with our customers—Doodle handles all the administration and enables us to enhance our brand with every meeting. The Quick Reply feature is another great move from the company. I’m curious to see what they deliver next.”

“I’ve been a long time Doodle user and purchased Premium Doodle more recently because I like to personalize my meeting requests,” said Jerome Crochat from San Francisco. “Quick Reply is great, I am finding that people are responding much faster now—no more hunting each invitee down, Doodle does that for me.”

“With this features release, we’ve done it again—set a new benchmark for quick and easy online scheduling,” said Doodle’s Product Manager Reto Laemmler. “We are laser-focused on systematically meeting the core needs of our customers in the most simple and effective ways. We want to give them all the capabilities they need to speed scheduling without bogging them down with technical complexity.”

Beat Walther of Vendbridge also commented, “Our methodology measurably recognizes the triggers of certain behaviors. For Doodle, the main trigger is having the ability to get quick and reliable answers. By meeting this core need through these new efficiency Features, Doodle is creating added value to its paid services.”

Quick Reply: who’s missing

Who is missing? X

No reply from susan*
(*never even accessed the poll)

Contact missing participants...

Upcoming:	
Dec 17, 2009 10:00 AM	Doodle sends a reminder to missing participants ✖
Dec 18, 2009 10:00 AM	Doodle sends a reminder to missing participants ✖
Past:	
Dec 14, 2009 6:19 PM	Laura participated
Dec 14, 2009 5:44 PM	Reto participated
Dec 14, 2009 5:38 PM	Tilman participated
Dec 14, 2009 5:38 PM	Invitation sent to Tilman, susan, kevin, laura and reto
Dec 14 2009 5:38 PM	Poll created

Binding RSVPs

Additional information request X

The administrator of this poll, Tilman, asks for additional information from you.
Only the nickname will be visible to other participants.

Nickname:

E-mail address:

Cell-phone number:

**A quantitative survey of 450 online schedulers across the user base (business and personal users, etc...) applying a unique methodology to turn unmet customer needs into innovative products, the CFI Trigger Analysis by Vendbridge Growth Architects AG (www.vendbridge.com).*

About Doodle

Doodle provides solutions that take the pain out of finding the right date and time for a group of people to meet and makes scheduling virtually effortless. The [basic service](#) on www.doodle.com is the world's leading online scheduling tool with a rapidly growing user base of more than three million unique visitors per month. With a few clicks, Doodle allows users to establish a "poll" – a tabular display of possible available time slots – invite participants and enable them to vote transparently and democratically for their preferred meeting times and activities. This service is free, does not require any registration or downloads. [Premium Doodle](#) is the Company's customized service for individuals and [Branded Doodle](#) is its online scheduling enterprise solution.

Further Information

- [Premium Doodle](#) Features
- [Branded Doodle](#) Features
- [Blog](#)
- [Contact](#)