

BT Tradespace And Libersy Help SMEs Sign Up Customers Via Social Networking



Released on: May 29, 2009, 7:58 am

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Industry: [Internet & Online](#)

BT Tradespace is introducing a new online booking and payment system, BT Book It Now, aiming to help small businesses capture business opportunities from social networking.

Based on the Libersy online booking software, [Book It Now](#) is available for free to all BT Tradespace members. It is the first e-commerce solution for companies in the service industry, such as hairdressers, restaurants, sports clubs and consultants, to integrate the PayPal payments system directly into an online bookings platform within a social network environment.

With 74 per cent of all service bookings made in the evenings, BT Book It Now aims to provide businesses with the tools needed to serve their online customers round the clock. Customers can log-on at their convenience and check for available times, book appointments and pay instantly using the system.

"Social commerce is clearly on the rise and we are always looking for ways in which we can help the BT Tradespace community make the most of this upward trend," said Ivan Croxford, general manager at [BT Tradespace](#).

"It's not only important to be able to display your services, it's also vital to interact with your customers. BT Book It Now is just one of many value added services that we aim to introduce for members to help them do just this and we're delighted to partner with Libersy on this particular one."

"BT Book IT Now offers a unique online system for UK consumers and businesses," said Karin Loeffen, founder and creator of Libersy. "Businesses can use the booking system to obtain more clients, use their time more efficiently and increase their revenues through BT Tradespace and PayPal."

For small businesses it's often difficult to take time off, because they fear missing opportunities. Thanks to this system, that's now a thing of the past."

Book It Now is available from BT Tradespace in three packages, free, basic and advanced. The basic package gives customers the additional ability to support a range of services and accept full or partial payments for them.

With the advanced package, customers can select different staff and rooms and businesses can tailor information that they request from customers to their needs. They can also create a link to their booking system on their own web site and third party search portals as well as on their [BT Tradespace profile](#) with the "Book It Now" button.

About

BTTradespace.com

BTTradespace.com is a 350,000-member online community, which enables businesses to sell products and services and connect effectively with other people – in order to build business and customer relationships. BT Tradespace provides [social networking for businesses](#) and free website set-up.

About

BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2009, BT Group's revenue was £21,390 million

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