Appointments by channel — no-shows

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12 months · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **No email address is requested from a resident who telephones.** An authority that requires an email in order to remind you of an appointment creates one more barrier, on the channel that has the fewest.

Booking channel	Appointments	Address recorded	Reminder received	No-show rate
Online	3,210	**100%**	**100%**	**11%**
Telephone	**1,840**	**57%**	**57%**	**21%**
Counter	380	64%	64%	14%

The no-show gap tracks the reminder gap exactly. It is not the booking channel that produces the absence: it is that one caller in two receives no reminder at all.

What is offered at the moment of booking

Reminder channel	Offered?	Accepted when offered
Email	**Yes**	—
Text message	**To switch on**	**78% at your other counters**
Voice call	**To switch on**	—
No reminder	**Yes — stays an option**	—

What the reminder call would say

The authority's name as the first word, then "reminder of your appointment", the date, the time, the place. Twenty seconds. **No question, no offer, no transfer.**

What distinguishes it from cold calling

Criterion	Appointment reminder	Cold calling
Triggered by	**An appointment the resident booked**	A list
Frequency	**Once**	Repeated
Asks for something?	**No**	Yes
Refusable in advance?	**Yes, at booking**	Rarely

> **94 of the 148 appointments lost for a missing document had been booked by phone.** The document list goes out by email, and 43% of those residents gave none. A text reminder solves both problems at once — the list fits, in four lines.

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