



Appointments by channel — no-shows

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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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

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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.

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.

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