# Twenty-two of sixty-one appointments not kept

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Quarter · fictional document

**Fictional document — demonstration example**

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**Fictional document**, produced for demonstration. **The agent does not console itself with the 39 that were kept**: a missed appointment is not cancelled, it is paid for twice.

| Gap between conversation and appointment | Appointments | Not kept | Share |
|---|---|---|---|
| **Under 7 days** | **29** | **4** | **14%** |
| 7 to 15 days | **14** | **4** | 29% |
| **Over 15 days** | **18** | **14** | **78%** |
| **Total** | **61** | **22** | **36%** |

**A distant slot is always free: that is what makes it easy to offer and poor to keep.** The prospect agrees, and then the reason that made them call fades — they found something, sorted it otherwise, or forgot.

## What the agent changes

| Situation | Before | Now |
|---|---|---|
| Slot within 10 days | **Offered** | **Offered** |
| **Slot beyond that** | **Offered without comment** | **The wait is stated out loud** |
| **Call back if a slot frees up** | **Not offered** | **Offered** |

## The sentence used beyond ten days

"*The first slot is [date], in three weeks; shall I call you back sooner if something frees up?*"

> **A prospect who hears "three weeks" decides knowingly.** They can decline, which is better than an appointment they will not keep.

## What is now measured, and was not

| Indicator | Measured before? |
|---|---|
| Number of appointments booked | **Yes** |
| **Gap between conversation and appointment** | **No** |
| **That gap crossed with attendance** | **No** |

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