

The No-Show Recovery Stack

Three messages before + three messages after = dramatically fewer empty chairs

PRE-SHOW SEQUENCE (FOR EVERY CONFIRMED APPOINTMENT)

- A

48 Hours Before — YES Confirmation

"Your [service] is confirmed for [day] at [time]. Are you all set? Just reply YES to confirm 🧡"

🕒 WHY: PEOPLE WHO TYPE YES ARE FAR MORE LIKELY TO SHOW UP
- B

24 Hours Before — Reminder + Pre-Care

Reminder + 2 pre-care instructions relevant to the service. Warm and helpful tone.

🕒 INCLUDE PARKING INFO IF HELPFUL
- C

Day-Of — 2 Hours Before

"Your [time] appointment is just 2 hours away! [Stylist] is ready for you. ⚡"

🕒 LIGHT, ANTICIPATORY TONE

POST-NO-SHOW RECOVERY

- 1

15 min after start — Check-in

"Are you on your way? If running late, let us know 🙌." (Neutral — don't assume bad intent.)
- 2

30 min — Slot Release

"We've had to move forward — would you like to reschedule? 💙"
- 3

Day +1 — Warm Recovery

"Hope everything's okay! We missed you — no worries at all. Would you like to rebook? [Stylist] is looking forward to meeting you 🌸"

60% OF NO-SHOWS WHO RECEIVE THIS WITHIN 24 HOURS WILL RESCHEDULE

🔴 THREE-STRIKE RULE

1st no-show: warm recovery. 2nd: required full deposit, non-refundable on no-show. 3rd: prepayment in full or declined booking.