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Ways to Reduce Client Cancellations & No-Shows

Establish clear cancellation policies

- outline if/when a client can cancel their appointment
- what fees are associated with canceling last-minute
- how much notice clients' must provide

Automate appointment reminders

Send appointment reminders & reduce no-shows by 85%.

Tip: ask customers to respond to reminders to confirm.

Charge upfront or take deposits

Use online booking software with integrated payment options to make taking payments easier.

- charge no-refundable deposits
- take upfront payments
- store client card information during booking to charge once the appointment is finished or if they cancel

Give rescheduling options

Allow customers to reschedule or transfer appointments so that cancellation is not the only/default option for clients.

Build strong client relationships

Provide excellent customer service & be responsive to client needs to increase satisfaction & reduce future cancellations.

Book specific times not service windows

Let customers book appointments at specific times instead of generic service windows like "between 9am & 2pm" so customers know when the appointment starts & finishes & can plan around it.

Consider incentivizing customers to show up on time with discounted services to build a loyal & reliable customer base.

Analyze cancellation patterns

Determine if there are common themes behind client cancellations so you can take steps to address any potential issues.

Start a waitlist to fill gaps

Keeping a waitlist of clients you can call with cancellations can help you fill last-minute gaps, so you don't miss out on a sale.