

SMS & Email reminder templates

Automated 10to8 reminders are proven to reduce appointment no-shows and last-minute cancellations by up to 90%. We have found that sending out two reminders prior to the event is the most efficient in reducing the number of missed appointments and encouraging timely change requests and cancellations.

With these recommendations and templates, you will be able to replicate other businesses' success and eliminate no-shows.

Note: The information `{{in curly brackets}}` will automatically populate if you are using 10to8. The underlined portions will have to be filled out manually as they are specific to your business.

SMS templates

Appointment confirmation SMS

Send a confirmation message as soon as the booking request is approved. This will inform customers that their appointment request was received, accepted, and you are expecting them to turn up. Template:

“This is a confirmation of your appointment with `{{organisation_name}}`. `{{staff_name}}` is looking forward to meeting you on `{{datetime}}`. You can see and manage your booking on the link below.”

First appointment reminder SMS

Send an SMS reminder well before the appointment, so your customers are aware of the booking (even if they placed it weeks ago). This way, even if they had forgotten the appointment, they can still rearrange their schedule or change their appointment in a timely manner. You may send this message 24-48 hours prior to the event based on your cancellation policies and what works best for you.

“Don't forget your appointment on `{{datetime}}` with `{{staff_name}}`. If you can't attend your booking, please do let us know by replying to this message or changing your booking on the link below. No-shows cost us amount/time period.”

Second appointment reminder

The second reminder that you can send 1-3 hour prior to the booking will help ensure that the customer will be right on time to the event. If it is an in-person appointment, try to calculate in travel times

“A reminder from {{organisation_name}}: {{staff_name}} is excited to see you soon, your appointment is on {{datetime}}. Please ring phone number if you are running late.”

Email templates

Although SMS reminders are proven to be more effective than emails, we recommend that you send at least an appointment confirmation and a long in-advance email reminder prior to the booking. Since emails can be longer, you have more space to explain more about the appointment’s nature and why it is important to let you know if the customer can’t attend.

Appointment confirmation email

Confirm the booking via email too and share important health and safety information, details about the booking, and instructions on how to attend.

“Dear {{recipient_name}},

This is a confirmation of your appointment with {{organisation_name}}. We are excited to see you soon.

Here’s what you need to know about your appointment:

When: {{datetime}}

Where: business location (you can mention information about parking or public transport) OR online/phone (mention that the customer can join via the attached Zoom or Microsoft Teams link or you will call them)

Staff you will see: {{staff_name}}

Safety information:

Share information about the actions you put in place to keep customers and staff safe

You can see and manage your booking on the link below.”



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First appointment reminder email

Send an email reminder well before the appointment, and explain the importance of attending the booking or cancelling on time. Customers don't always understand the harm in no-showing or cancelling too short before the booking.

"Dear {{recipient_name}},

This is an appointment reminder from {{organisation_name}}. {{staff_name}} is excited to see you soon on {{datetime}}.

Safety information:

Share information about the actions you put in place to keep customers and staff safe

If you can't attend please let us know!

We have seen a significant increase in missed appointments lately and they are causing much harm to our business. No-shows cost us amount/time period.

If your plans had changed and you can no longer attend your appointment, it's perfectly understandable. Please just let us know so we can fill up your time slot with another customer from our long waiting list. You can cancel on the link below or ring us at phone number.

By letting us know on time, you are supporting our business and helping us stay on our feet during these difficult times.

Thank you"