Measure the problem before you fix it

Use your own recent appointments. Keep no-shows and late changes in separate columns.

Type in the fields or print. Save your copy; keep client details in your normal business system. Check fee, deposit and card-on-file practices against your booking platform terms and the rules where you operate.

1 Count the last four to eight weeks

Period: from / through

Notice period you ask for (hours)

Appointments scheduled (S)

Missed without notice (N)

Moved or canceled late (L)

No-show rate: N / S x 100 (%)

Late-change rate: L / S x 100 (%)

A zero denominator means N/A, not 0%. These are snapshots of your own records, not benchmarks.

Group	Scheduled	Missed	Late changes
First visits			
Returning clients			
Booked online			
Booked by phone or message			

Where do misses cluster? Service, day, time or booking route

Write the policy and the messages

Clients should see the same terms at booking, in the confirmation and in the reminder.

2 Check the policy

- [ ] Notice needed to reschedule or cancel is stated in hours.
- [ ] What happens after a missed appointment is stated plainly.
- [ ] How to change a booking, including a link, is in every message.
- [ ] The policy is shown before booking and applied the same way for everyone.

Policy wording, in a few sentences

3 Set confirmation and reminder timing

Confirmation sent

Reminder sent (before the notice deadline)

Reminder wording with a reschedule link

Who reads replies, and when

Deposits, refills and review

Four weeks is a planning period. Compare bookings as well as no-shows after any change.

4 Decide where a deposit applies

- [ ] First visits
- [ ] Long or high-value services
- [ ] Busiest times
- [ ] Clients with previous misses

Refund and rescheduling terms for deposits

5 Refill openings and compare

Waitlist: how clients join and how openings are offered

Openings that appeared

Openings refilled

Review date

Week 4 no-show rate (%)

Week 4 late-change rate (%)

Bookings versus week 1

What changed, what the numbers show, one next step