Measure rebooking by service

Use the last two to three months. Rebooking patterns differ a lot between services.

Type in the fields or print. Keep client details in your normal business system. Message only clients who agreed to receive messages, with a way to opt out.

1 Count one service at a time

Service

Usual return window (weeks)

Period: from / through

Eligible clients seen (C)

Rebooked before leaving (K)

Booked later, within window (L)

Checkout rate: K / C x 100 (%)

On-schedule rate: (K + L) / C x 100 (%)

Past window, not back

Came back for that visit (A)

Return rate: A / C x 100 (%)

Canceled or missed rebookings

Booked is not the same as came back: on-schedule counts bookings, return rate counts visits. A zero denominator means N/A, not 0%. These are snapshots of your own records, not benchmarks.

Service	Checkout rate	On-schedule rate	Return rate	Priority

Ask, remind, welcome back

Make the checkout question a habit, then time reminders to each service.

2 Checkout question

Your checkout wording, with two choices

- [ ] Recommend a timing based on what you saw today.
- [ ] Treat "send me a reminder" as a good answer.
- [ ] Have real times ready so booking takes seconds.
- [ ] Record what you recommended so the reminder can refer to it.

3 Service reminders

Service	Reminder sent after (weeks)	Direct booking link

Reminder wording

4 Welcome-back message

Who: past the window by how many weeks	Follow-up after (days)

Welcome-back wording

Track and review

Four weeks is a planning period. Compare the same services before and after.

5 Weekly log

Week	Checkout rebookings	Reminder bookings	Welcome-backs booked

Reasons clients gave for not returning

Week 4 checkout rate (%)

Week 4 on-schedule rate (%)

Next review date

What changed, what the numbers show, one next step