Mobile appointment alerts reduce no-show rate by half

Business need

To reduce the number of missed appointments for eye examinations and create an opportunity to fill cancelled appointments at short notice.



Mrs Koulloutas – don't forget your appointment on 20 Jan at 14.20 at Specsavers, New Street, Birmingham

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The solution

Customers are invited to sign up to receive a text message reminder when booking an appointment over the phone or in-store.

SMS reminders are automatically sent to customers the day before the appointment is scheduled.

The service is available in 600 stores throughout the UK and Republic of Ireland.

Results

• No show rate for missed appointments reduced from 26% to 13%

Generates £4m saving per year.







Case study: Acquisition | CRM | Health Care and Beauty: Specsavers beinspired@incentivated.com www.incentivated.com