

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.



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.

