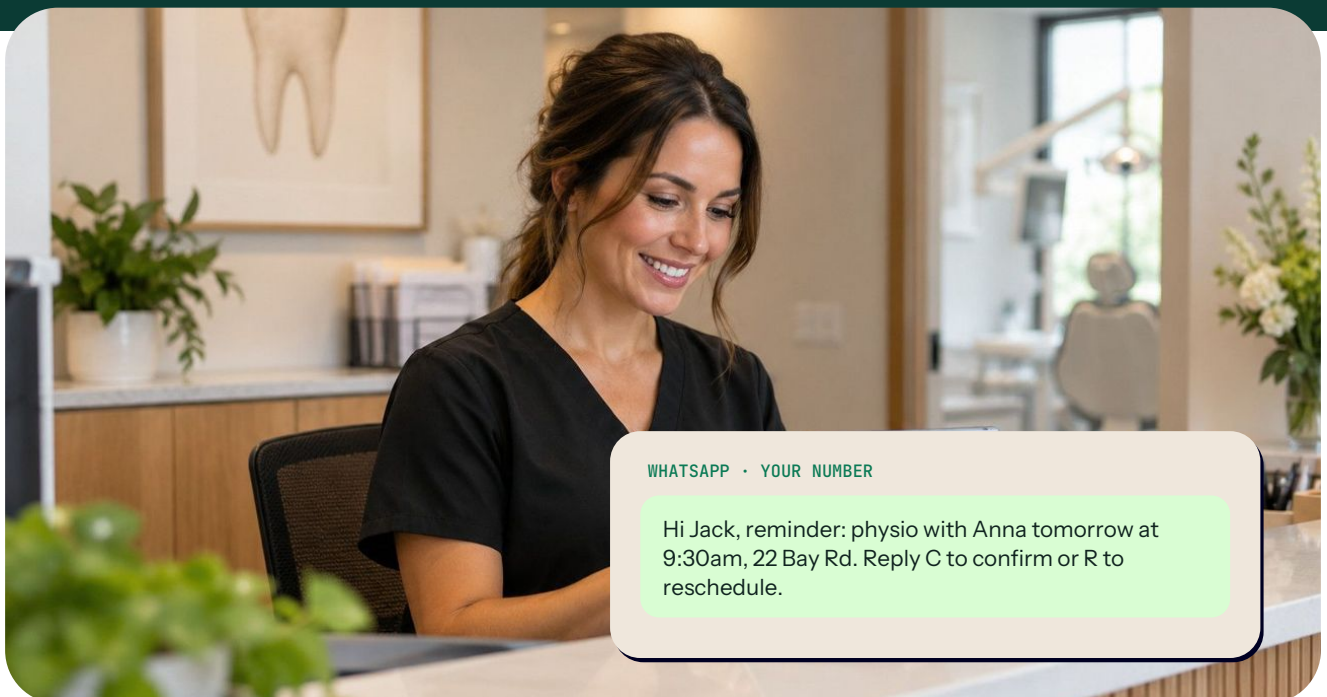


# Fewer no-shows, fuller diaries.

Confirm bookings and remind customers before appointments, with an easy way to confirm or reschedule by reply.



## INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01

## At a glance

### TEAM

Support

### STARTS FROM

Google Sheets, Zapier, Contact import

### TRIGGER

Your booking system's export or Zapier connection adds tomorrow's appointments to a sheet.

### GOAL

Fewer no-shows, and cancellations early enough to rebook.

### STOPS WHEN

Appointment attended, cancelled, or opt-out.

### LIKELY META CATEGORY

Utility. Meta confirms it when it reviews your template.

02

## In practice

No-shows cost time you can't resell. A reminder the day before with one-tap confirm or reschedule, sent from your business number, catches most of them, and cancellations arrive early enough to fill the slot.

03

## The moment

### THE MOMENT

Tomorrow's diary is full, and two people will forget.

### WHY IT SLIPS TODAY

Missed appointments cost time you can't sell twice. Reminder calls take hours, and SMS can't easily handle a reply.

### WHAT CHANGES

Fewer no-shows, and cancellations early enough to rebook.

04

## How the journey works

The steps on the left, and what your customer sees on the right.

**Trigger:** Your booking system's export or Zapier connection adds tomorrow's appointments to a sheet.

1

### Confirm

When booked: confirmation with time, place and staff.

2

### Remind

24 hours before, asking them to confirm or reschedule.

3

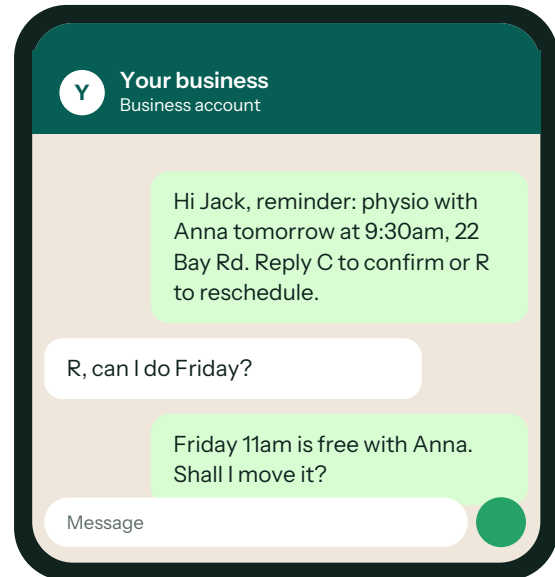
### Route

Reschedule and cancellation replies alert reception.

4

### Same day

Optional short reminder two hours before.



A fictional example. Write templates in your own voice and get them approved by Meta.

### Stops when

Appointment attended, cancelled, or opt-out.

05

## Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- First name
- WhatsApp number
- Appointment date and time
- Service
- Staff member
- Location

## 06 Set it up in ConvoHut

- [ ] Export tomorrow's bookings to a sheet each afternoon, or connect with Zapier.
- [ ] Create confirmation and reminder templates.
- [ ] Route replies to reception.
- [ ] Test with your own booking.

## 07 The message sequence

Example templates. `{{variables}}` are filled from your sheet or store. Submit each one to Meta for approval.

### 1. On booking

UTILITY · `appt_confirm_v1`

Booked, `{{first_name}}`: `{{service}}` with `{{staff}}` on `{{date}}` at `{{time}}`, `{{location}}`.

### 2. Day before (due list)

UTILITY · `appt_reminder_v1`

Reminder: `{{service}}` with `{{staff}}` tomorrow at `{{time}}`, `{{location}}`.

Buttons: Confirm | Reschedule

## 08 Example sheet

Only the phone column is required. Example data only.

| first_name | phone      | service  | staff  | date | time    | location  |
|------------|------------|----------|--------|------|---------|-----------|
| Jack       | +614... .. | Physio   | Anna   | Tue  | 9:30am  | 22 Bay Rd |
| Mei        | +614... .. | Check-up | Dr Lee | Tue  | 11:00am | 22 Bay Rd |
| Tom        | +614... .. | Massage  | Sam    | Tue  | 4:00pm  | 22 Bay Rd |

## 09 Build it in ConvoHut, node by node

|                |                       |                                                                     |
|----------------|-----------------------|---------------------------------------------------------------------|
| TRIGGER        | New Sheet Row         | Your booking system exports tomorrow's appointments each afternoon. |
| SEND MESSAGE   | appt_reminder_v1      |                                                                     |
| WAIT FOR REPLY | Timeout: 12 hours     |                                                                     |
| CONDITION      | Reply is "Reschedule" |                                                                     |
| NOTIFY ME      | Reschedule            | Reception calls or messages with new times.                         |
| END FLOW       |                       |                                                                     |

## 10 Branches

### ON REPLY

Reschedule replies alert reception; confirmations need no action.

### ON TIMEOUT

No reply: the appointment stands.

### ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

## 11 Mistakes to avoid

- Health or treatment details in the message.
- Reminding only by SMS without a way to reply.
- Making people call to reschedule.

## 12 Measure and improve

### What to measure

- Reminders sent
- Confirmations
- Reschedules handled
- No-show rate (from your booking system)

### Good practice

- Remind 24 hours ahead.
- Make rescheduling easy; it beats a no-show.
- Keep health details out of messages.

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## Variations to try

- Clinics and allied health
- Salons and beauty
- Automotive service
- Tutoring and lessons

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## Questions

### Can patients confirm by replying?

Yes. Replies land in your inbox, and your team updates the booking in your system.

### Is this suitable for health practices?

Keep messages to the time, place and practitioner. Avoid clinical details and check your professional obligations.

15

## Responsible messaging

### Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

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## Your next steps

1

### Pick a journey

Choose the follow-up with the clearest goal for your business.

2

### Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

### Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

## Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

[dashboard.convohut.com](https://dashboard.convohut.com) · Book a demo: [convohut.com/demo](https://convohut.com/demo)