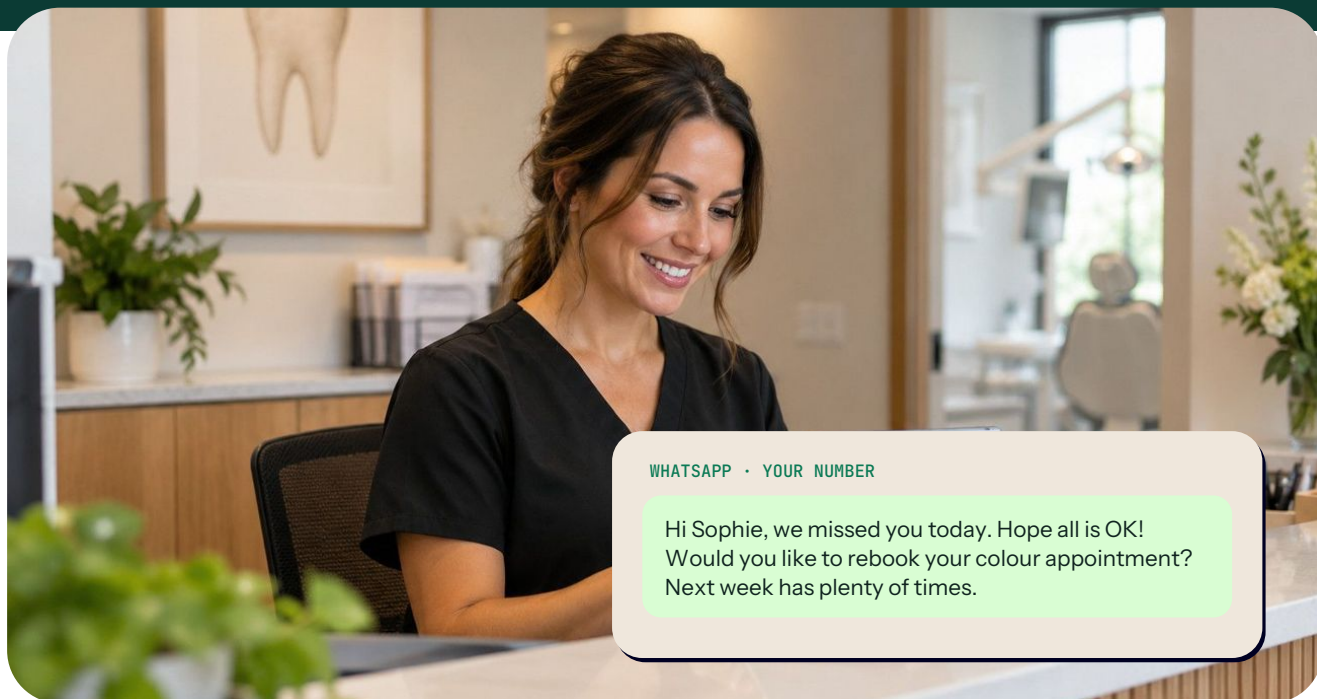


Turn a missed appointment into a rebooking.

When someone misses or cancels an appointment, send a kind message offering a new time, before they drift away.



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

TRIGGER

Your end-of-day export lists no-shows or cancellations.

GOAL

More missed appointments rebooked, and empty slots filled from cancellations.

STOPS WHEN

Rebooked, reply received, opt-out, or two messages sent.

LIKELY META CATEGORY

Utility. Meta confirms it when it reviews your template.

02 In practice

Most no-shows aren't rude; something came up. A kind message the same day with an easy way to rebook recovers many of them, and stops a regular from quietly drifting away.

03 The moment

THE MOMENT

A regular client didn't turn up this morning.

WHY IT SLIPS TODAY

No-shows usually get no follow-up at all. Many of those customers don't come back.

WHAT CHANGES

More missed appointments rebooked, and empty slots filled from cancellations.

04

How the journey works

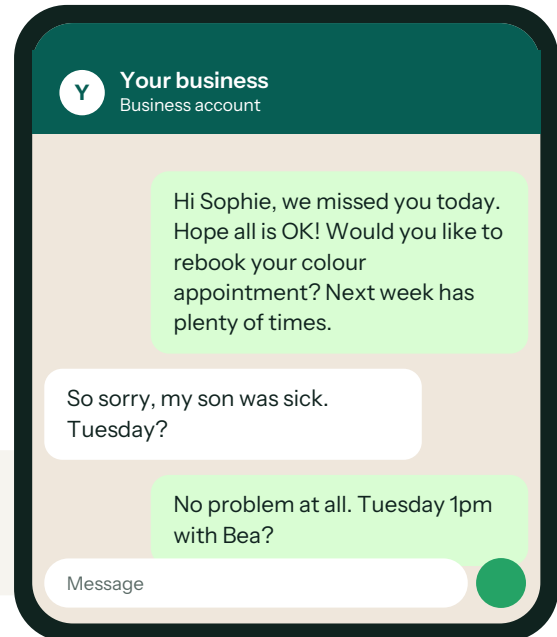
The steps on the left, and what your customer sees on the right.

Trigger: Your end-of-day export lists no-shows or cancellations.

- 1 **Send**
A kind check-in with a link or offer to rebook.
- 2 **Route**
Replies go to reception.
- 3 **Second**
No reply after three days? One gentle reminder.

Stops when

Rebooked, reply received, opt-out, or two messages sent.



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

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
- Missed appointment
- Service
- Booking link

06

Set it up in ConvoHut

- [] Export no-shows and cancellations each day.
- [] Create a kind rebooking template.
- [] Route replies to reception.
- [] Test with a sample row.

07 The message sequence

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

1. Same day, after closing (due list)

UTILITY · noshow_v1

Hi {{first_name}}, we missed you today. Hope everything's OK! Would you like to rebook your {{service}}?

Buttons: Rebook | Not now

2. 3 days later, if no reply

UTILITY · noshow_nudge_v1

Hi {{first_name}}, just checking: would you like a new time for your {{service}}?

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	service	staff	missed_date
Sophie	+61 4** ...	Colour	Bea	29 Sep
Nick	+61 4** ...	Physio	Anna	29 Sep
Lara	+61 4** ...	Lesson	Kim	29 Sep

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	End-of-day no-show export.
SEND MESSAGE	noshow_v1	
WAIT FOR REPLY	Timeout: 3 days	
NOTIFY ME	On reply	Reception rebooks.
SEND MESSAGE	noshow_nudge_v1	Timeout path only.
END FLOW		

10

Branches

ON REPLY

Reception offers specific times.

ON TIMEOUT

One gentle nudge, then stop.

ON OPT-OUT

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

11

Mistakes to avoid

- An accusing tone.
- Waiting a week to reach out.
- Charging a fee in the first message.

12

Measure and improve

What to measure

- No-shows contacted
- Rebookings
- Replies

Good practice

- Be kind, not accusatory.
- Offer specific times.
- Follow up the same day.

13

Variations to try

- Salons and beauty
- Clinics and allied health
- Driving and music lessons
- Personal training

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Questions

Can I fill cancelled slots from a waitlist?

Yes. Send a campaign to your waitlist when a slot opens.

Should I charge a no-show fee in the message?

That's your policy call. Keep the first message about rebooking.

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 · Book a demo: convohut.com/demo