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FREE TEMPLATES

Missed appointment email templates

Six messages with blanks, when to send each, and a short text-message version of the first.

1. Same day: we missed you

Subject: We missed you today

> Hi [first name], we had you down for [service] at [time] today and missed you. No problem, these things happen. You can pick a new time here: [booking link]. See you soon, [your name]

Text version: Hi [first name], we missed you at [time] today. Pick a new time here: [link] – [business]

2. Two or three days later: no reply

Subject: Still want to book [service]?

> Hi [first name], just checking in after Tuesday. If you'd still like your [service], here's the link to choose a time that suits you: [booking link]. If your plans have changed, no need to reply.

3. With a fee or kept deposit

Subject: Your missed appointment on [date]

> Hi [first name], we missed you at your [service] on [date]. As set out in our booking policy, the $[amount] deposit covers the missed slot. When you're ready, you can book again here: [booking link].

4. Repeat no-show

Subject: Booking your next appointment

> Hi [first name], we've missed you at your last two appointments. To keep slots fair for everyone, future bookings will need a $[amount] deposit, which comes off your bill. You can book here: [booking link].

5. Health, therapy and personal services

Subject: Your appointment today

> Hi [first name], we didn't see you for your appointment today and wanted to check you're OK. If you'd like to rebook, you can choose a time here: [booking link], or reply to this email.

6. Not sure who got it wrong

Subject: Sorry we missed each other

> Hi [first name], it looks like we missed each other at [time] today. Sorry for any mix-up. Here's a link to pick a new time: [booking link].

Leave out

- [ ] Blame or sarcasm ("we waited for 30 minutes")
- [ ] Health or treatment details in the email
- [ ] A fee your client never agreed to
- [ ] "Call us to rebook" with no link

The full guide, with the video: fynl.io/blog/missed-appointment-email-template/ Free calculator: fynl.io/no-show-rate-calculator