OPERATIONS

CUT NO-SHOWS BEFORE THE TRUCK ROLLS

Most no-shows start on the booking call.

A vague booking is easy to forget. A good one ends with the homeowner hearing the details back and knowing why the visit matters.

- Verify date, window, address and best number in their own words.
- Say what the tech will do and why it is worth keeping.
- Send a confirmation right after the call.
- Remind them the day before, and when the tech is on the way.
- Give them an easy way to reschedule instead of disappearing.

Track show rate by source and by the person who booked. It will show you who needs coaching.

WHAT A NO-SHOW REALLY COSTS

When a tech drives to an empty house, you pay for the wages, the fuel and the slot you could've sold to someone else. It's often too late to fill it. A few missed appointments a week add up to real money. They also frustrate your techs, particularly those paid on production.

Start by measuring it. For the past month, count booked jobs that didn't happen, then sort by reason: no one home, cancelled same day, rescheduled, wrong address, or customer forgot. Sort by lead source and by who booked it. The patterns tell you where to start.

FIX THE BOOKING ITSELF

A firm booking contains a real commitment. A soft one sounds like "Sure, I guess Tuesday is fine." Good bookers listen for that hesitation. If someone sounds unsure, ask: "Is there anything that might get in the way on Tuesday?"

Before the call ends, confirm:

- The date and arrival window, out loud
- The service address, which isn't always where they live
- A number where they can be reached that day
- Who will be home, and that an adult needs to be present
- Gate codes, pets and parking
- What the visit is for and what it costs, if there's a fee

WHY OUTBOUND BOOKINGS NEED EXTRA CARE

A homeowner who calls you has a problem right now. A homeowner you called, offering a check-up, has less urgency. Those visits can be strong revenue, but they need better confirmation. Make sure the person understands what they agreed to, and give them a clear reason to keep the appointment. Read-backs matter most here.

USE A REMINDER SEQUENCE

Build this into your software, if you can, within the consent you've received:

1. Confirmation immediately after booking
2. Reminder the day before, by call or text
3. On-the-way message with the tech's name and arrival time

For high-value appointments, such as replacement estimates, a phone call the day before is worth the time. Ask if everyone who needs to be part of the decision will be there.

SHORTEN THE GAP

The longer between booking and arrival, the more likely life gets in the way. Try to run outbound-booked visits within a few days. If you book further out, add a touch in the middle.

MAKE IT EASY TO CHANGE

If the only way to cancel is to call during business hours and wait on hold, some people will just not answer the door. Give customers a simple way to reschedule by text or

phone. A reschedule is a win compared with a truck roll to an empty driveway.

KEEP A RECOVERY PLAN

When a tech arrives and nobody answers:

1. The tech calls the customer from the driveway, and waits a set number of minutes.
2. The dispatcher tries the backup number.
3. The tech leaves a door hanger, if your policy allows.
4. The office calls later that day to rebook.

Decide whether you charge a fee, and be sure customers heard about it when they booked. In many cases rebooking the customer is worth far more than the fee.

FILL THE EMPTY SLOT

Keep a short list of customers who'd take an earlier time, and nearby jobs that could move up. When a same-day cancellation happens, the dispatcher has somewhere to go.

COACH WITH DATA

Share show rate by booker each week, and listen to calls from anyone trailing the group. The fix is usually one or two specific habits, like skipping the read-back. Use the booking call checklist to score them.

Sources: Service ProCall program guidance.

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BEST PRACTICES: NO-SHOWS AND CANCELLATIONS

MAKE IT A HABIT

What good looks like

> Aim for 7 or 8 of every 10 booked visits to happen as scheduled.

> Every booking confirmed back to the homeowner on the call.

> A reminder the day before and the morning of.

The habits

1. Read the booking back: date, window, address and phone number, in the homeowner's words.
2. Tell them why the visit matters to them, not just when it is.
3. Send a confirmation right away and a reminder the day before.
4. Call or text when the tech is on the way, with a name and photo.
5. Track no-shows by reason and by who booked them.
6. Rebook missed visits the same day.

Signs it's time to get help

- More than one in five booked visits don't happen.
- Bookings are taken without a read-back or a confirmation.
- You don't know why visits are missed.

Where we fit: Service ProCall verifies every booking with the homeowner on the call, and confirmations go out automatically in ProCall Field.

More on no-shows and cancellations