⏱️ 20 MIN SETUP

Appointment Reminders That Cut No-Shows (Twilio and Zapier)

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

No-shows cost you the slot and the income. Automatic reminders by SMS or email before each appointment cut no-shows noticeably, and give clients an easy way to reschedule.

What you need

- A booking tool such as Calendly or Google Calendar
- Zapier or Make
- Twilio for SMS, or Gmail for email

Setup with Zapier

1. If you use Calendly, turn on its built-in reminder emails under **Workflows** first, because they may be all you need.
2. For SMS, create a Zap with the trigger **Google Calendar, Event Start** set to 24 hours before.
3. Add **Twilio, Send SMS** to the client's phone number (store it in the event description or a form field).
4. Duplicate the Zap for a 2-hour reminder.
5. Test it with an appointment booked for yourself.

Setup with Make

1. Use **Google Calendar, Watch Events** with a ‘starting in’ window.
2. Add **Twilio, Create a Message**.
3. Schedule it to run every 15 minutes.

Twilio SMS reminder message template

> Hi [Name], a reminder of your appointment with [Business] at [time] tomorrow. Need to change it? Reply or use [reschedule link].

Consent and local rules

Appointment reminders for an existing booking are service messages, not marketing. Keep them free of promotions. Check SMS rules in your country (TCPA, Spam Act, PECR, CASL). This isn’t legal advice.

FAQ

When should appointment reminders go out?

A common setup is one reminder 24 hours before and a second one 2 hours before. The first gives people time to reschedule, and the second catches anyone who forgot. Adjust the timing to suit how far ahead your clients usually book.

Can clients confirm or reschedule by replying?

Yes. Send replies to your inbox or phone so someone can act on them. You can also add a Zap that marks the event as confirmed when a client replies, or include a reschedule link in the message.

Should I send reminders by text or email?

Text is good for short, time-sensitive nudges because people tend to see it quickly. Email suits longer details like directions or what to bring. Many businesses send an email when the booking is made and a text closer to the time.

Do appointment reminders need an opt-out?

Reminders about a booking the client made are service messages, not marketing, so keep them free of promotions. Collect the phone number with a note that you'll text about the booking. Check the SMS rules in your country, because they differ.

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One-page checklist: Appointment reminders to cut no-shows

- ☐ If you use Calendly, turn on its built-in reminder emails under Workflows first, because they may be all you need.
- ☐ For SMS, create a Zap with the trigger Google Calendar, Event Start set to 24 hours before.
- ☐ Add Twilio, Send SMS to the client's phone number (store it in the event description or a form field).
- ☐ Duplicate the Zap for a 2-hour reminder.
- ☐ Test it with an appointment booked for yourself.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/appointment-reminders-no-shows