⏱️ 15 MIN SETUP

Automatic Staff Roster Reminders by SMS (Twilio) or Email

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

The problem

Missed or late shifts cause chaos and cost money. Automatic reminders the day before help staff turn up on time.

What you need

- A roster in Google Sheets or Google Calendar
- Zapier
- Twilio or Gmail

Setup with Zapier: Google Calendar to Twilio

1. Keep shifts in Google Calendar with each staff member as an attendee (or in a Sheet with phone numbers).
2. Create a Zap with **Google Calendar, Event Start** set 18 hours before.
3. Add **Twilio, Send SMS** (or **Gmail, Send Email**) with the shift time.
4. Test it with a shift for yourself, then turn it on.

Setup with Make and Twilio

1. Use **Google Calendar, Watch Events** with an upcoming-shift window.
2. Add **Twilio, Create a Message** with the shift details.
3. Turn it on.

Shift reminder SMS template

> Hi [Name], reminder: you're on [day] [start]–[end] at [location]. Can't make it? Let [manager] know ASAP.

Consent and local rules

This is an internal message to you and your staff, not to customers. Only message staff on numbers or addresses they've agreed to use for work. This isn't legal advice.

FAQ

Does my rostering app already send reminders?

Deputy, Tanda and similar apps often do, so check those first. This setup is for teams that roster in Google Calendar or a spreadsheet.

Can staff confirm their shift by replying?

Yes. Route their replies to the manager's phone or inbox. You can also log replies in a Google Sheet so you can see who has confirmed.

When should a shift reminder go out?

This guide uses 18 hours before the shift, which usually lands the afternoon or evening before. Adjust it if you have early starts or split shifts.

Related

- Job photos to Google Drive
- Café online order notifications
- Small business automation guide
- Get it ready-made

Affiliate disclosure: some links earn us a commission at no extra cost to you.