> Hi Ana! Friendly reminder about your appointment with us on July 22 at 2pm ET. Reply Y to confirm or N to reschedule.

GUIDE

23 Appointment Confirmation & Reminder Templates

To satisfy customers and reduce no-shows.

Hatch

Introduction

In today's fast-paced world, maintaining effective communication with customers is crucial for service-based businesses. Clear and timely messaging not only enhances the customer experience but also ensures appointments are kept and services are delivered efficiently.

In this guide, we share over 20 message templates, plus tips and best practices, that you can use for:

- Appointment confirmations
- Appointment reminders
- Recurring service reminders

Use them to streamline communication, reduce no-shows, and keep clients informed every step of the way.

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Tips & best practices for appointment confirmations and reminders

Follow these guidelines to avoid spam traps and provide the best experience for your customers.

Stay compliant

In addition to obtaining consent to text your customers, be sure to:
- Keep messages short (~320 characters or less)
- Avoid including phone numbers different than the one you're texting from
- Include, in the first text of any message campaign, an opt out instruction and the name of your company
- Use a link shortener when including URLs
- Avoid SMS spam trigger words

Send multiple reminders

It's a good practice to send out multiple messages around the appointment. Customers will appreciate the reminder and it will reduce no-shows. For example:
- Message #1: Confirm the appointment has been set
- Message #2: Week before reminder
- Message #3: Day before reminder

Keep it short

Your customer communication should always be short and to the point, but this is especially true for appointment confirmations. If you have a lot of information to provide, direct your customers to an FAQ page.

Tell them what to expect

This is especially important for first-time customers or high-stakes appointments. In addition to the day, date, and time of the appointment, you may want to include other information like:

- The purpose of appointment
- Who they're meeting with
- A link to additional information (such as a FAQ page)

Customize as much as possible

Instead of "your appointment," be specific about the type of appointment. "Your free virtual health consult," or "your pre-install inspection," for example. This can be done by integrating your communication platform with your CRM. You can then use a personalization token in the message for the appointment type.

Reinforce your customer service

There are ways to reinforce positive messaging into your appointment communication messages. For example:

- This is your dedicated Client Services Team
- We are excited to turn your remodeling dream into reality
- Thank you for choosing us as your trusted health provider
- We're grateful for this opportunity to serve you

Choose your tone

While personable messaging is the key to engaging customers and getting responses, consumers today are familiar with automated appointment communication. So whether you make them more human sounding or transactional is up to you, just make sure that you choose one or the other.

IMPORTANT notes on these templates

- Note that these templates are formatted for the Hatch platform. **Anything in double brackets will automatically populate in Hatch.**
  This includes:
    - [[Contact First Name]] = the lead or customer's first name
    - [[User First Name]] = the first name of the Hatch user
    - [[User Email]] = the Hatch user's email address
    - [[Details Company Name]] = your company name
    - [[Details Appointment:StartDateTime]] = the appointment day, date, and time
    - [[Details Appointment:Address]]
        - Note that this may vary depending on your CRM and field names.

- **Anything with "Enter" and in single brackets is something you'll have to fill in manually** or identify the personalization token for your specific account
  Examples:
    - [enter email address]
    - [Enter the service you provide]
    - [Enter the area you serve]
    - [enter representative's name]
    - [enter the website address here]
- **If you aren't a Hatch user, you'll have to populate all bracketed content manually, single and double.**
- Note also that this is just suggested copy. Adjust the messaging to match the language you use, the tone of voice you speak in, and the value propositions that are true about your business. For example, if you don't have a Client Services Team, replace that element with what makes sense for your business.

Appointment confirmation templates

Appointment confirmations should be sent out immediately after the appointment has been booked. This gives your customer a sense of completion and the peace of

mind that they're on the schedule. Here are some templates you can use for appointment confirmation text messages:

Text templates

- Hi [[Contact First Name]], thank you for scheduling your appointment with [[Details Company Name]] on [[Details Appointment:Start]]. If you have any questions, call, text, or email us at [enter email address here]. Reply STOP to stop text communication.

- Hi [[Contact First Name]], thank you for scheduling your appointment with [[Details Company Name]] on [[Details Appointment:Start]] with [enter representative's name]. If you have any questions, read our FAQ page or reach out! Reply STOP to stop text communication.

- Hi [[Contact First Name]], thank you for scheduling your appointment with [[Details Company Name]] on [[Details Appointment:Start]]. We will send you reminders the week before, day before, and day of. Any questions or concerns, don't hesitate to call, text, or email us at [enter email address]! Reply STOP to stop text communication.

- Hi [[Contact First Name]], We are confirming that your appointment has been set with [[Details Company Name]] on [[Details Appointment:Start]]. If you have any questions, head to our FAQ page at [enter the website address here] or text us back! Reply STOP to stop text communication.

- Hi [[Contact First Name]], this message is to confirm that your appointment has been set with [[Details Company Name]] on [[Details Appointment:Start]]. Any questions, just text us. We are grateful for this opportunity to serve you! Reply STOP to stop text communication.

- Hi [[Contact First Name]], this is [[Details Company Name]]. Just sending a reminder about your upcoming appointment - we are excited to do your project! If you'd rather not talk over text, reply END.

Email templates

Appointment confirmation emails can be a little longer, but not by much. Here are some examples you can adapt to your liking:

Subject line:

Your appointment with [[Details Company Name]] is now scheduled!

Body:

Hi [[Contact First Name]],

Thanks for scheduling your [insert the name of the appointment] with [[Details Company Name]] on [[Details Appointment:Start]]. You will be meeting with [insert the representative's name], one of our [insert their title]]. Click [insert link here] to learn more about them and explore our FAQs. We are excited to meet with you! Thank you again for choosing [[Company Name]] as your trusted [insert the service you provide] provider!

Best,
The [[Company Name]] Client Services Team

_____

Subject line:

Thank you for scheduling with [[Details Company Name]]!

Body:

Hi [[Contact First Name]]

Thank you for scheduling your appointment with [[Details Company Name]]. We look forward to seeing you on [[Details Appointment:Start]]. If you have any questions, you can head to our FAQ page, respond to this email, or call/text us at [enter phone

number]. Thank you for this opportunity to serve you. We look forward to meeting you!

Warmly,
The [[Details Company Name]] Team

Subject line:
[[Details Company Name]] appointment confirmation for [[Contact first name]]

Body:
Dear [[User First Name]],

This email is to confirm your appointment for [enter the purpose of the appointment] on [[Details Appointment:Start]]. Your [enter consultant, designer, etc] will arrive promptly at the scheduled time to discuss your project and provide recommendations for your home. They will also take measurements and evaluate the scope of the project to provide a detailed estimate tailored to your individual needs.

We look forward to earning your business!

Best,
The [[Company Name]] Client Services Team

Appointment reminder templates

Text templates

While appointment confirmations should get delivered immediately upon scheduling, appointment reminders should happen closer to the appointment. Depending on how far out you book, these reminders can go out a week before the appointment, a day before, or both.

Here are several examples you can mix and match, depending on how your scheduling works and what you're trying to achieve.

- [[Contact First Name]], this is a reminder for your upcoming appointment with [[Details Company Name]] on [[Details Appointment:Start]]. Please reply Y to confirm or N to cancel or reschedule. Reply STOP to stop text communication.

- Hi [[Contact First Name]], this is the [[Details Company Name]] Client Services Team, reminding you of your appointment on [[Details Appointment:Start]] for the project at [[Details Appointment:Address]]. Reply STOP to stop text communication.

- Hi [[Contact First Name]], [[User First Name]] here from [Company], confirming your appointment for [[Details Appointment:Start]]. Your technician [[Technician's Name]], pictured below, will arrive on [[Details Appointment:Start]]. Does this time still work for you? Reply STOP to stop text communication.

- Hi [Contact First Name]], [[User First Name]] here from [[Details Company Name]], just reminding you that your appointment is next week, [[Details Appointment:Start]]. We'll send you a reminder text the day before as well. In the meantime, if you have any questions, let me know. Thanks! Reply STOP to stop text communication.

- Hey [[Contact First Name]], this is [[Rep Name]] with [[Company]]. Just a reminder that your appointment's 4-hour time window starts on [[Details Appointment:Start]]. Text Y to confirm, N to cancel or reschedule. If you have any questions or concerns, let us know. See you soon! Reply STOP to stop text communication.

- Hey [[Contact First Name]], This is [[User First Name]] with [[Details Company Name]]. Friendly reminder that your 2-hour appointment window starts on [[Details Appointment:Start]]. We look forward to serving you! Reply STOP to stop text communication.

- Hi [[Contact First Name]], it's [[User First Name]] from [[Details Company Name]]. Reminder about your appointment for [[Details Appointment:Start]] at [[Details Start Time]] - we are excited to meet with you! Reply STOP to stop text communication.

- Hi [Customer Name]. [[User First Name]] from [[Details Company Name]]. I'm excited about our appointment on [[Details Appointment:Start]]. I just wanted to confirm that this time is still good for you? Reply STOP to stop text communication.

Recurring service appointment reminders

Many businesses have recurring check-up, tune-up, or maintenance appointments, such as dentists, doctors, home services. Here are some appointment reminder templates to use for these scenarios

Text templates

- Hi [[Contact First Name]], this is [[Name]] with [[Details Company Name]]. It's time to schedule your [enter the service here. e.g., no-cost HVAC spring tune-up] as part of your [maintenance agreement or enter name of program]

with us. Schedule online at [enter URL here] or give us a call at [enter phone number here]. Talk soon! Reply STOP to stop text communication.

- Hey [[Contact First Name]], it's [[Name]] with [[Details Company Name]]. It's time to schedule your [enter the appointment here. e.g., annual teeth cleaning]. Hurry, we book up fast! Text Y to schedule your appointment or schedule online at [enter URL here]. Reply STOP to stop texts.

- Hi [[Name]], thanks for being a [Enter the membership program name] member! We have opened our schedule for fall maintenance. Whether you have a furnace, boiler, or heat pump, we're ready to get them fired up and ready for the fall! Text Y to schedule. Or schedule online at [enter URL]. We appreciate your continued business and look forward to hearing from you!

Email templates

Subject line:
[[Contact First Name]], it's time for your pre-paid [appointment type]

Body:
Hi [[Contact First Name]], this is [[User First Name]] with [[Details Company Name]]. Thank you for being a loyal [enter program name] member. It's time to schedule your pre-paid [appointment type] as a part of your membership! You can schedule online at [enter URL] or call/text us at [enter number]. We look forward to seeing you soon!

Best,
[[User First Name]] [[User Last Name]]
[[Details Company Name]]

Subject line:

Schedule your [enter the frequency. e.g annual] [enter appointment type]

Body:

Hey [[Contact First Name]], it's [[Name]] with [[Details Company Name]]. It's that time of year, time to schedule your [enter appointment type. e.g., annual braces checkup]. Our schedule is wide open right now, but won't stay that way for long! Schedule your appointment online at [enter URL] or you can respond to this email, call, or text us at [enter phone number]. We look forward to seeing you!

Best,
The [[Details Company Name]] Team

Subject line:

Schedule your free [enter appointment type] now

Body:

Hi [[Name]],

As a part of your [enter membership program name] membership, you get a [enter appointment type, e.g., comprehensive heating system tune-up] every fall. We wanted to let you know we have opened up our schedule for this season. Whether you have a furnace, boiler, or heat pump, we're ready to get them fired up and ready for the cold weather!

To schedule, you can:
- Schedule online at [enter URL]
- Call or text us at [enter phone number]
- Reply to this email