A hair and beauty salon has reduced its 30% appointment no-show rate by 95% using text messages.

West Country hair and beauty salon, Honeys, operates out of two locations in Taunton, Somerset, offering a full range of beauty treatments and hair styling. Open six days a week, before using Kapow's SMS gateway, up to 30% of the salon's bookings could be left unfulfilled as clients forgot their appointments or cancelled at short notice. No-shows are a problem for many salons and can have a considerable impact on lost revenue. Although some have introduced a cancellation fee to try and combat the issue, in reality this is often only used on repeat offenders, leaving the salon to bear the cost of an empty appointment slot.

"Many of our clients now rely on the SMS as a timely reminder of their appointment," says Sally Priscott of Honeys Hair and Beauty. "There will always be the occasional crisis that prevents someone from turning up last minute, but generally no shows are a thing of the past. Once the reminders go out, clients quickly call and rebook if they can no longer make the appointment, giving us time to fill the vacant slot."

Honeys has used a computerised booking system for the last five years; the more recent inclusion of mobile phone numbers and using SMS to keep in contact with clients has been a natural progression. For clients, it's an unobtrusive reminder that is perceived as a significant customer service benefit. For the salon, it's the almost certainty that the client has received the message, because most people keep their mobile with them all of the time, that ensures their business runs efficiently.