

# Measure rebooking by service

Use the last two to three months. Rebooking patterns differ a lot between services.

Type in the fields or print. Keep client details in your normal business system. Message only clients who agreed to receive messages, with a way to opt out.

## 1 Count one service at a time

|                                       |                                                |                                 |
|---------------------------------------|------------------------------------------------|---------------------------------|
| Service                               | Usual return window (weeks)                    | Period: from / through          |
| <input type="text"/>                  | <input type="text"/>                           | <input type="text"/>            |
| Clients seen (C)                      | Rebooked before leaving (K)                    | Booked later, within window (L) |
| <input type="text"/>                  | <input type="text"/>                           | <input type="text"/>            |
| Checkout rate: $K / C \times 100$ (%) | On-schedule rate: $(K + L) / C \times 100$ (%) | Past window, not back           |
| <input type="text"/>                  | <input type="text"/>                           | <input type="text"/>            |

A zero denominator means N/A, not 0%. These are snapshots of your own records, not benchmarks.

| Service | Checkout rate | On-schedule rate | Priority |
|---------|---------------|------------------|----------|
|         |               |                  |          |
|         |               |                  |          |
|         |               |                  |          |
|         |               |                  |          |

# Ask, remind, welcome back

Make the checkout question a habit, then time reminders to each service.

## 2 Checkout question

Your checkout wording, with two choices

- ☐ Recommend a timing based on what you saw today.
- ☐ Treat "send me a reminder" as a good answer.
- ☐ Have real times ready so booking takes seconds.
- ☐ Record what you recommended so the reminder can refer to it.

## 3 Service reminders

Service

Reminder sent after (weeks)

Direct booking link

Reminder wording

## 4 Welcome-back message

Who: past the window by how many weeks

Follow-up after (days)

Welcome-back wording

# Track and review

Four weeks is a planning period. Compare the same services before and after.

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## Weekly log

| Week | Checkout rebookings | Reminder bookings | Welcome-backs booked |
|------|---------------------|-------------------|----------------------|
|      |                     |                   |                      |
|      |                     |                   |                      |
|      |                     |                   |                      |
|      |                     |                   |                      |

Reasons clients gave for not returning

Week 4 checkout rate (%)

Week 4 on-schedule rate (%)

Next review date

What changed, what the numbers show, one next step