

AGENT RECIPES • FREE KIT

The Salon No-Show & Missed-Call Kit

Three beginner automations to stop losing bookings, the exact texts to send, and what it all costs.

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Why this matters: in Zenoti's survey of 1,011 US salon and spa clients (Sep 2025), 71% said they had skipped booking because they couldn't reach anyone. Source: zenoti.com/thecheckin/ai-receptionist-survey-results. Figures are as reported by the source.

Honesty note: these recipes are editor-reviewed against vendor docs, not run end-to-end in every booking app. Setup times and savings are estimates. Menu names change, so check your plan.

Missed-call text-back

Tool: Zapier · Level: Beginner · Setup ~20 min (est.) · Plan: Zapier Free can work (2-step Zap)

When you're with a client and can't answer, the caller gets a text with your booking link within minutes (Zapier Free checks every 15 min; paid plans every 2 min, or instantly if your phone app's trigger is instant), so they don't book somewhere else.

You need

- A business number Zapier can see missed calls from (e.g. OpenPhone or Twilio). Check your plan.
- A Zapier account
- Your online booking link (Vagaro, Square, Fresha, Booksy, Acuity, Mindbody...)

Steps

1. Create a Zap. Trigger: your phone app's missed-call event (the name varies by app).
2. Action: your phone app's "Send SMS" to the caller's number.
3. Paste text A from page 5, with your booking link.
4. Turn it on. Call your number from another phone and let it ring out to test.
5. After a week, count the texts sent and the replies or bookings they led to.

Your booking app doesn't see your phone calls, so this works with any booking app. It runs on your phone line.

No-show reminder sequence

Tool: Zapier · Level: Beginner-Intermediate · Setup ~45 min (est.) · Plan: paid Zapier plan (multi-step)

First check your booking app. Most send reminders already. Don't double-text clients. Add only what's missing. ClearCall AI's report recommends a reminder sequence over a single text.

Steps

1. Trigger: "New appointment" from your booking app, *if* it has a Zapier integration. Acuity Scheduling does (new, canceled, rescheduled, appointment start). For others, check your plan.
2. Delay until 48 hours before the appointment, then send text B (asks the client to confirm).
3. Delay until 3 hours before, then send text C (address and parking).
4. Optional: if the client replies "C", tag them as confirmed in a Google Sheet.

No Zapier trigger in your booking app? Turn on its built-in reminders and set the timing to 48h + 3h if it allows.

Rebooking nudge

Tool: Zapier · Level: Beginner-Intermediate · Setup ~30 min (est.) · Plan: paid Zapier plan (uses a Delay)

Clients who leave without booking their next visit often drift. Send one friendly nudge when their usual interval is up.

Typical intervals (adjust to your services)

SERVICE	NUDGE AFTER
Colour / root touch-up	5–6 weeks
Lash fill	2–3 weeks
Cut	6–8 weeks
Facial	4 weeks

Steps

1. Trigger: appointment start or appointment completed in your booking app (Acuity: "Appointment start"). For others, check your plan.
2. Filter by service type, then Delay by that service's interval.
3. Send text D with your booking link.
4. If your tools can check for a future booking, skip clients who already have one.

Six ready-to-paste texts

A • Missed call

Hi, it's [Salon]. Sorry we missed your call, we're with a client. Book here: [link], or reply and we'll call you back. Reply STOP to opt out.

B • 48h confirm

Hi [Name], see you [day] at [time] for [service]. Reply C to confirm or call us to move it. Reply STOP to opt out.

C • Same day

See you at [time] today! We're at [address]; parking is [tip]. Running late? Just reply.

D • Rebook

Hi [Name], it's been about [X] weeks since your [service]. Want to grab a spot? [link]. Reply STOP to opt out.

E • Last-minute opening

A [service] spot just opened [day] at [time]. First to book gets it: [link]. Reply STOP to opt out.

F • After a no-show (kind)

Hi [Name], we missed you today. Hope all's OK! Rebook whenever suits: [link].

Plan & SMS cost cheat sheet

ITEM	COST (AS PUBLISHED)	SOURCE
Zapier Free	2-step Zaps, 100 tasks/mo: enough for Recipe 1	axisconsulting.io
Zapier Professional	from \$19.99/mo billed annually: needed for Recipes 2–3	axisconsulting.io
Make Core	from \$12/mo	axisconsulting.io
Twilio US SMS	\$0.0083 per segment + carrier fees	twilio.com/en-us/sms/pricing/us (Oct 2026)
Twilio local number	\$1.15/mo	twilio.com (Oct 2026)
Hiring it out	\$150–\$1,500 per workflow (freelancer quotes)	azabache, zapierexperts, developerlook, trybizmate

Example: 60 missed-call texts a month via Twilio is about $60 \times \$0.0083 \approx \$0.50$ plus carrier fees, plus \$1.15 for the number. Prices change, so check your plan.

SMS opt-in checklist

- Only text people who gave you their number for appointment messages.
- Say who you are in every text.
- Include "Reply STOP to opt out" and honour it.
- US: register for A2P 10DLC through your SMS provider before sending.
- Medical or med-spa: keep health details out of texts.

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