

Appointment Reminders for PI Firms: Make Your Booked Consults Actually Show Up

You did the hard part. The lead came in, someone got on the phone, the consult is on the calendar. Then the day comes and the chair is empty. No call, no text, nothing. You paid to acquire that lead, your intake person spent time booking it, an attorney blocked the slot, and none of it turned into a signed case.

This is the leak almost no PI firm fixes, because it hides. A booked consult feels like a win. It only shows up as a loss later, and by then nobody connects it back to the missing reminder.

Here is the dream outcome, stated plainly: more of the consults you already booked walk in the door. Not more leads. Not a bigger ad budget. The same calendar, with a higher percentage of those slots turning into a real conversation with a real prospect. That is the cheapest growth a firm can buy, because the lead is already paid for.

This playbook is the exact confirmation and reminder sequence that gets that done. Copy it. Run it yourself. The whole thing is below.

PLAYBOOK

What no-shows actually cost you

The numbers are worse than firms think.

Across industries, the average appointment no-show rate sits around 23%, based on a review of 105 studies. Legal consults run lower than some sectors when nothing goes wrong, but for law firms the often-cited figure is that roughly 30% of booked consultations never happen, and high-risk firms run as high as 40%. ([My Legal Academy](#), [Etisia](#))

Now put a dollar figure on it. A single personal-injury no-show costs a firm roughly \$300 to \$600 in sunk expense once you add up marketing acquisition, intake processing, and attorney prep time. A firm running 4 consults a day at a 35% no-show rate loses somewhere around \$25,000 to \$45,000 a year in acquisition cost alone, before you count the cases that walked next door. ([My Legal Academy](#))

Why do PI consults no-show specifically? Four reasons, and none of them mean the lead was bad:

1. **They booked you and two other firms.** Prospects are told, correctly, that it is smart to talk to more than one lawyer before they retain anyone. So they book three free consults and keep the one that called to confirm. ([Avvo](#), [Avera & Smith](#))
2. **They forgot.** People book in an emotional moment, right after the accident, then the appointment falls out of their head by the day it arrives.
3. **Cold feet.** Cost, uncertainty, and "do I even want to deal with this" creep in. Avoidance is easier than a phone call.
4. **Circumstances changed.** A medical update, a quick insurance offer, a ride that fell through.

Every one of those is reachable with the right message at the right time. That is the whole point of a reminder sequence.

Here is the part firms miss: reminders work, and they work big. Text reminders have been shown to cut no-shows by about 38%, and across studies the range runs to as high as 50%. One pediatric randomized trial cut the no-show rate from 38.1% down to 23.5%, a 14.6-point drop, just from a text. A systematic review found 28 of 29

studies showed reminders improved attendance, with an average relative reduction in missed appointments of about 34%. ([Klara/study](#), [PMC pediatric RCT](#), [Dialog Health](#))

And it stacks. Firms running a structured multi-touch sequence instead of one confirmation email report 50% to 70% reductions in no-shows. ([My Legal Academy](#))

That is the gap between an empty chair and a signed case. Below is how you close it.

PLAYBOOK

The playbook: the actual confirmation and reminder sequence

Four moments. Each one has a channel, a time, a single goal, and copy you can use as written. The logic across all of them is the same: make it easy to confirm, easy to reschedule, and impossible to forget. Reminders sent 24 to 48 hours out perform best, and three touches is the sweet spot most studies land on. ([Apptoto](#), [Permanente Journal RCT](#))

A note on channel before you start. Text and email both beat doing nothing, and in head-to-head studies the difference between them is small. The real lift comes from using more than one and from a live voice touch on the highest-value slots. So this sequence runs across all three: call, email, and text or iMessage. Use the channel the prospect actually answers on.

Touch 1: Confirm at the moment of booking

- **Channel:** text or iMessage first, email second, both if you have both.
- **Timing:** within 5 minutes of the consult being booked, while it is still real to them.
- **Goal:** lock the commitment, set expectations, and give them a one-tap way to confirm or reschedule. This is also where a self-scheduled or self-confirmed appointment beats a staff-booked one by 20% to 30% on show rate, so let them confirm with their own thumb. ([My Legal Academy](#))

Text or iMessage:

Hi {First}, this is {Firm} confirming your free consultation with {Attorney} on {Day}, {Date} at {Time} ({Phone or address/link}). We'll talk through your accident and your options, no cost and no obligation. Reply C to confirm or R if you need a different time. Reply STOP to opt out.

Email (sent in parallel, more room to set expectations):

Subject: You're booked with {Firm} for {Day} at {Time}

Hi {First},

You're set. Here are the details:

When: {Day}, {Date} at {Time} ({Timezone})

Where: {Phone call / video link / office address}

With: {Attorney}, who handles {practice area} cases

What happens on the call: we'll go over what happened, what your claim might be worth, and what your options are. It runs about 20 minutes. There's no cost and nothing you have to sign.

What to have handy: any accident report, photos, and the name of any insurance company that's contacted you.

Need a different time? Reply to this email or use this link: {reschedule link}.

{Firm}

Touch 2: Remind the day before

- **Channel:** text or iMessage.
- **Timing:** 24 hours before, sent mid-morning if you can pick the hour. Around 9 AM mid-week reads well.
- **Goal:** surface the appointment again, re-confirm, and catch the people whose plans changed before the slot is wasted.

Hi {First}, quick reminder of your consultation with {Firm} tomorrow, {Day} at {Time}. {Attorney} is holding the time for you. Reply C to confirm or R to reschedule. Reply STOP to opt out.

If they confirmed at booking and confirm again here, you can drop the day-of text and go straight to the morning nudge. If they did not respond to either, that slot is now your at-risk slot, and a live call is worth it (see Touch 3).

Touch 3: The day-of nudge (and a live call on the no-responders)

- **Channel:** text or iMessage for everyone; an AI voice call for anyone who has not confirmed by now.
- **Timing:** text 2 to 3 hours before the consult. Voice call earlier in the morning of, so there is time to recover the slot if they need to move it.
- **Goal:** get them in the door today, and on the unconfirmed ones, reach a human voice to either lock it or reschedule it rather than lose it.

Text or iMessage, day-of:

Hi {First}, you're on with {Attorney} at {Time} today. {If phone: we'll call you at this number. / If office: we're at {address}, parking is {detail}. / If video: here's your link {link}.} See you then. Reply R if something came up and we'll find a new time.

AI voice call for no-responders, opening (the agent waits for the person to finish before speaking, never talks over them):

"Hi, is this {First}? This is {Name} calling from {Firm} about your consultation with {Attorney} today at {Time}. I just wanted to make sure that time still works for you."

[Then it listens. If yes: confirm the details and end warm. If they hesitate or want to move it: "No problem at all, would later today or tomorrow morning be easier?" and book the new time. If they have cold feet: acknowledge it, keep it low-pressure, "totally up to you, the call is free and there's no obligation either way," and leave the door open.]

The voice touch is where the multi-firm problem gets solved. The firm that calls and sounds like a person is the firm that keeps the slot. The other two get the no-show.

Touch 4: Reschedule the miss (do not let a no-show die)

- **Channel:** text or iMessage same day, then a short email, then one voice call.
- **Timing:** within 30 to 60 minutes of the missed slot. The window matters. Fast follow-up is where misses get recovered.
- **Goal:** treat the no-show as a reschedule, not a rejection. Firms with a recovery process pull back 15% to 25% of missed appointments. With no process, recovery is in the low single digits. ([My Legal Academy](#))

Text or iMessage, right after the miss:

Hi {First}, we had you down for {Time} today and didn't connect. No worries, things come up. {Attorney} can still help. Want me to grab you a new time this week? Reply with a day that works. Reply STOP to opt out.

Email follow-up, same day if no reply to the text:

Subject: Missed you today, let's find a better time

Hi {First},

We had your consultation set for {Time} today and weren't able to reach you. That happens, and it's no problem. The offer to talk through your case still stands, free and with no obligation.

Pick a time that's easier here: {reschedule link}, or just reply with a day and we'll set it up.

{Firm}

One voice call, next morning, only if both the text and email go quiet. Same warm tone as Touch 3. After that, the lead goes back into normal nurture, not the no-show sequence. You are reminding, not chasing.

PLAYBOOK

Common mistakes and the guardrails that keep this clean

The sequence above only works if you avoid the ways firms break it.

One reminder and done. A single confirmation email is the most common setup and the weakest. One touch leaves most of the lift on the table. The studies that show 50% to 70% reductions are multi-touch. Run the full sequence, not the first message.

Reminding too early or too late. A reminder a week out is forgotten by the appointment. A reminder five minutes before is useless if they are already somewhere else. The window that performs is 24 to 48 hours out for the main reminder, plus a short same-day nudge. Hold that timing.

No path to reschedule. If your messages only say "see you then" and offer no easy way out, the prospect who can no longer make it just ghosts. Every message in this playbook offers a reschedule. A moved appointment is a kept lead. A no-show with no reschedule path is a dead one.

Robotic tone. "This is an automated reminder regarding your scheduled appointment" gets ignored. These people are dealing with an injury and an insurance company. Sound like a person who wants to help, not a billing system.

The voice agent talking over the caller. On the call, the agent has to wait for the person to finish before it responds. Talking over someone, or jumping in the half-second they pause, reads as rude and pushy and kills the call. Let them finish. Then respond.

Compliance, treated as a feature and not an afterthought. This is where careless firms get burned, and where the whole sequence has to be built to stay clean:

- **TCPA calling and texting windows.** Reach out only between 8 AM and 9 PM in the prospect's local time. Never outside that.
- **DNC scrubs.** Scrub against do-not-call lists before the sequence runs. A number that should not be contacted does not get contacted.
- **Opt-out ends it, instantly.** Every text carries a STOP option, and STOP means the sequence stops on every channel, no exceptions, no "one more."
- **Frequency.** Four well-timed touches across the life of one appointment is a reminder cadence. Twelve messages is harassment. Respect the cap.
- **CAN-SPAM on email.** Real sender, honest subject line, a working unsubscribe.
- **Bot disclosure.** In California the voice agent discloses it is not a live person when required. The prospect knows what they are talking to.

No script approval. The firm approves every script before a single message goes out. Your name is on it, your bar license is in the room, so you sign off on the words. Nothing ships that you have not read.

No summary written back. Every confirmation, reschedule, and no-show recovery gets logged back to where your intake lives, so the attorney walks into the consult knowing the history and nobody double-books or loses the thread.

PLAYBOOK

The honest close

This is exactly the process we run.

We built BookedBack to do the done-for-you reactivation and intake for PI firms, working your own leads across AI voice call, email, and iMessage, qualifying them, and booking the consult on your calendar. The reminder and reschedule sequence above is the same one we run to make those booked consults actually show up. We are performance-based: the first appointment is free, then \$50 to \$300 per booked appointment that shows up, run as a 100-lead pilot, nothing upfront, and you can cancel by text.

You can take this playbook and run it yourself. It is all here, the timing, the channels, the copy, the guardrails. That is real. If you have the intake staff and the discipline to run four-touch sequences inside TCPA windows with a clean reschedule path, you do not need us.

We give it away because we only want to work with firms who actually need the help running it. If that is you, the fastest start is a short conversation.

[Talk to us about a pilot](/contact)

Want BookedBack to run this for you?

We run this exact process across AI voice, email, and iMessage on your own lead list. Your first booked appointment is free. After that you pay only when an appointment shows up, \$50 to \$300 each depending on volume. No software fee, no setup fee, cancel by text.

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