

THE



NOTEBOOK

THE ASSESSMENT

HOW DO NO SHOWS AFFECT YOUR BUSINESS?

- When are no shows occurring?
- During what periods are they most damaging to your business?
 - When do they lead to turning down late bookings and walk ins?
 - When are they costing you money? (staff, overordering etc)
- Is your issue no shows or late cancellations?
 - Are you noticing these in good time?
 - Do you get notified of cancellations?
 - Do you have time to refill these tables?



FOUR APPROACHES

WHICH ONE SUITS YOU?

THE FREESTYLE

Booking a table requires nothing from the guest

- The easiest way for the consumer to book.
- Relies on emotive language and customer trust.
- Strong communication of a late policy.
- Allows flexibility for walk ins.
- Relies on old school confirmation calls or emails.

THE DEPOSIT

A non-refundable amount to be deducted from the guest's bill

- Communication of payment terms is key – no matter how many times you say a deposit is non-refundable, people will want to dispute.
- Can cover a greater portion revenue from no shows or last minute number changes.
- Can open up customer service issues – if 2 guests don't show can we use their deposit against the bill?

THE PRE-AUTH

A card is authorised in advance for a nominal fee for a no show

- A great deterrent as research shows even a small amount is enough to deter people from no showing.
- Won't cover lost revenue from a no show.
- Generally provides reassurance and opens lines of communication between the guest & venue.

THE PRE PAY

The guest chooses and pays in advance

- Can be a great additional service element – e.g. drinks ready on arrival.
- Works best for large groups, occasions and set menus when you need to buy stock in advance.
- The guest feels more invested in their booking having spoken to you about what they are paying for.

**NO MORE
~~NO SHOWS~~**

THE REMEDY

BUILD A SOLUTION WITH YOUR TEAM

- Decide which approach aligns with your
 - Ethos
 - Business size
 - Manpower
- Consider which sessions require what action – does one approach fit all shifts, group sizes, time of year?
- Create a crystal-clear booking policy that becomes part of the furniture.



THE COMMUNICATION

SHOULD BE CONSISTENT, CLEAR AND POSITIVE AT ALL STAGES

The Lead Up

- Information at point of booking.
- Provide detailed Ts&Cs on website.
- Confirmation email.
- Reminder email/text/call.

The Experience

- Knowledgeable teams carrying out the policy smoothly (deposits automatically coming off bills etc).
- Follow through with the policy to keep the message strong.

The Follow Up

- Guest feedback is paramount, does your approach work?



THE EXTRAS

TIPS FROM THE FRONTLINE

- An online booking system is one of the best investments you can make for your business.
- Maintain a human touch – be flexible when life calls for it.
- Give your new approach a chance to take effect.
- Measure the results of your policy.
- Don't be scared to make a change. With the industry behind you, now is the time.





This notebook was created with love to support operators who may be struggling with no shows. Our process has been trialled and tested in an array of businesses with great success. Please feel free to get in touch if you would like any further support or case study information.

**SIXTY
EIGHT
PEOPLE**

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