

Pet Grooming Booking and Rebooking Playbook

FREE INDUSTRY PLAYBOOK | OCTOBER 2026

A practical resource for business owners. Adapt message templates to your staff, customers, availability and applicable laws.

1. Map the entire booking journey

- New inquiry: service and date preferences received.
- Eligibility and availability: staff checks the service, pet needs and available duration.
- Confirmed booking: customer and calendar both agree on a specific slot.
- Reminder and rescheduling: customer receives accurate information and an easy change path.
- Completed visit, cancellation or no-show: staff confirms outcome.
- Rebooking invitation: send only through approved, consented channels.

2. Confirmation is not the same as inquiry

Keep an appointment request separate from a confirmed time. Staff must check calendar capacity, grooming duration, policies and any necessary handling considerations before offering a guaranteed slot.

Booking inquiry: Hi [first name], thanks for reaching out about grooming for [pet name]. Which service are you interested in, and what days usually work for you? We will check availability with the team.

3. Messages to personalize

- Confirmation: Your [service] booking for [pet] is confirmed on [day/time] at [location]. Contact us at [number] if plans change.
- Reminder: A friendly reminder of your confirmed [day/time] appointment for [pet]. Need to change it? Please reply or call [number].
- After-visit invitation: Hope [pet name] is doing well. If you'd like another appointment, we can share available times. No pressure.

4. Weekly appointment health check

- Count eligible requests, confirmed bookings and completed appointments.
- Booking confirmation rate = confirmed bookings / eligible requests 100.
- No-show rate = verified no-shows / confirmed bookings 100.
- Rebooking rate = clients who reserve a future visit / completed visits 100.
- Review calendar bottlenecks and unanswered questions before adding more ads.

5. Customer trust rules

Keep personal and animal health details out of ad analytics. Limit access to customer records and obtain the appropriate permission for texts or marketing reminders. Never auto-confirm a slot that staff has not actually reserved.

YOUR NEXT STEP

Identify one lead follow-up bottleneck this week and assign a staff owner. If you want a written review of your current intake and booking process, visit:

www.upskillzsolutions.com/contact

More free resources: www.upskillzsolutions.com/resources

Educational material only. No guaranteed increase in leads, appointments or revenue.