



#malgconf2019



Conference 2019

BREAKING NEWS

Money & Pensions Service 'No Show' Report *(Jair Munoz-Bugarin)*

www.malg.org.uk/conference

Reducing missed appointments using behavioural science

A guide to a new communication system

Jair Muñoz Bugarin

Thursday 24 Oct 2019

Example of communication

Addressed to the client

Dear CLIENT NAME,
Thanks again for taking the time to speak to me. That first step is often the hardest, and you've already done it!

✓ Step 1. Get in touch

NAME, in for an appointment, so we can continue to work through your money issues again for taking the time to already done it!

✓ Step 1. Get in touch

I've got you booked in for an appointment together.

Your appointment is at:
TIME on DAY DATE
LOCATION

You are coming
demand, so please let me know if you can't come to your appointment
56 7890.

do you need to do now? **prepare**
few days with important information about your appointment - keep a look
y email.

In the meantime, if you have any questions at all, email me on contact@organisation.org.uk

Yours sincerely,
Name of adviser
Position
012 3456 7890
Organisation
website.org.uk

Your logo here

Goal gradient effect recognising steps done

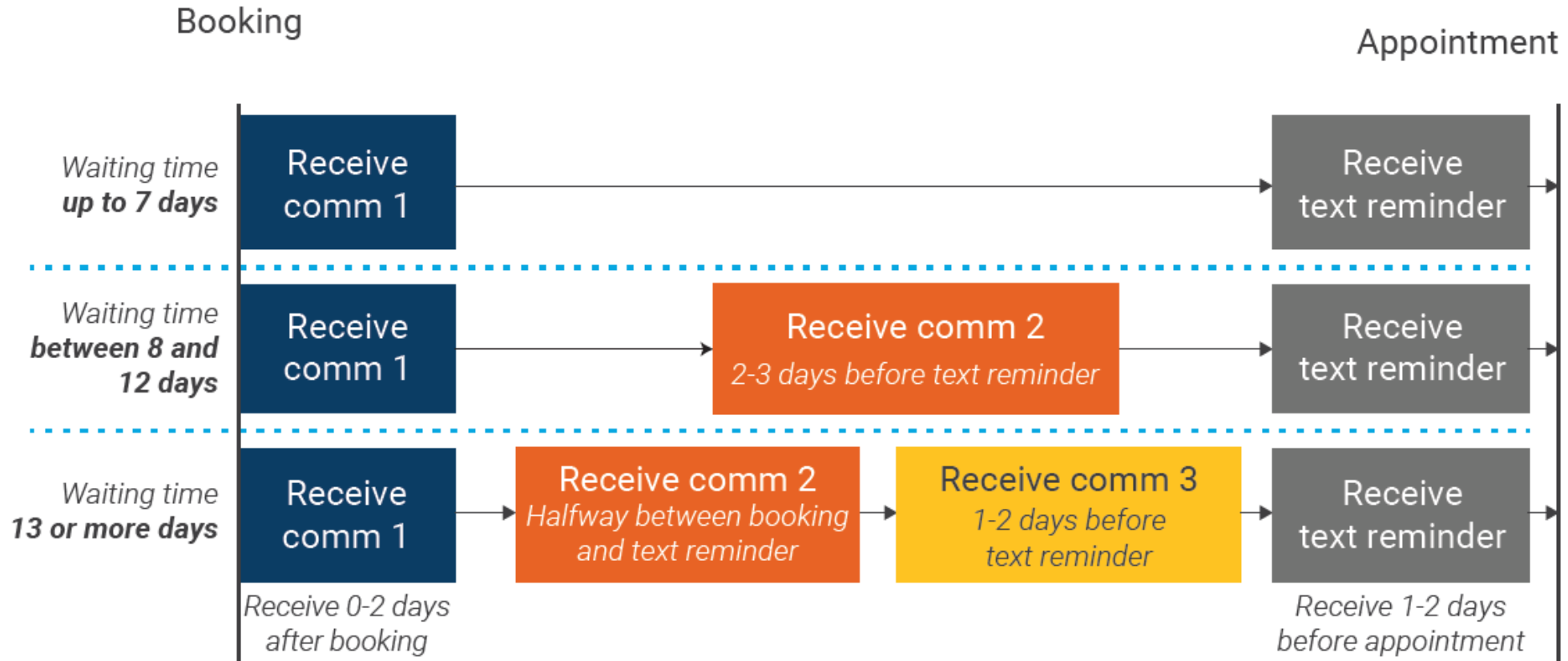
Colours and bold words to prime

Coming from a specific adviser

Exclude the word 'debt'!



Process



Results

Client booked for face-to-face appointment	Pre-NCS	NCS	Difference between Pre and during NCS ¹	Percentage change ²
Attended appointment	60%	64%	3.6%	6%
No-show	26%	19%	-6.4%	-24%
Cancellation (not reallocated)	7%	9%	2.1%	31%
Cancellation (reallocated)	7%	8%	0.7%	11%

Reduction of no-shows

56%
Attended

33% Cancelled
(not reallocated)

11% Cancelled (reallocated)

Thank you

Download as:

Moneyadviceservice.org.uk/reducing-missed-appointments-using-behavioural-science

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