

# A Study On No-Show Behaviour In Appointment Scheduling System At Cafs Infotech

**KIRAN . D\*(Author)**

II MBA

Department of Management Studies

Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai

**Dr R Senthil Kumar\*\*(Corresponding Author)**

Assistant Professor

Department of Management Studies

Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai

**ORCHID ID: 0009-0006-7408-1861**

## **Abstract**

*No-show behaviour in appointment scheduling systems has become a major operational challenge in service-based organizations. Missed appointments without prior cancellation lead to reduced productivity, poor resource utilization, customer dissatisfaction, and financial losses. The present study focuses on analyzing the causes and impact of no-show behaviour in appointment scheduling systems at CAFS Infotech. The study also examines the effectiveness of reminder notifications, booking convenience, and rescheduling flexibility in reducing missed appointments.*

*Primary data for the study was collected from 50 respondents through structured questionnaires. Statistical tools such as percentage analysis, Chi-Square analysis, ANOVA, regression analysis, and reliability analysis were used through SPSS software for data interpretation. The findings indicate that reminder systems and digital scheduling methods improve customer convenience; however, statistical analysis shows no significant relationship between reminder notifications and no-show behaviour. The study concludes that organizations should strengthen communication systems, automated reminders, and flexible scheduling practices to improve appointment attendance and operational efficiency.*

**Keywords:** *No-show Behaviour, Appointment Scheduling System, Reminder Notifications, Customer Behaviour, SPSS Analysis, CAFS Infotech, Service Efficiency, Appointment Management.*

## **Introduction**

Appointment scheduling systems are widely used in service industries such as healthcare, banking, financial advisory services, salons, and consultation-based organizations. These systems help organizations manage customer appointments efficiently by organizing bookings, scheduling staff availability, and improving service delivery. With increasing digital transformation, organizations are adopting online scheduling systems, automated reminders, and customer relationship management tools to enhance operational efficiency.

Despite technological advancements, no-show behaviour continues to be a major challenge for organizations. No-show behaviour refers to situations where customers fail to attend scheduled appointments without prior notice or cancellation. Such behaviour affects employee productivity, resource utilization, customer flow management, and organizational performance. CAFS Infotech, operating in the Financial Advisory and Information Technology sector, uses appointment scheduling systems for customer consultation and service management. The organization faces operational challenges due to missed appointments and scheduling gaps. Therefore, understanding the causes and impact of no-show behaviour is essential for improving appointment scheduling systems and customer engagement.

The present study focuses on identifying the factors contributing to no-show behaviour and evaluating the effectiveness of appointment scheduling systems and reminder notifications in reducing missed appointments.

### Review of Literature

Several researchers have examined no-show behaviour and appointment scheduling systems in service industries.

- Guy David et al. (2018) stated that missed appointments reduce operational efficiency and increase waiting times in healthcare systems.
- Harrison (2020) explained that predictive analytics and machine learning models can help organizations identify customers likely to miss appointments.
- Van Sickle (2020) found that SMS reminders and automated communication systems significantly reduce no-show rates.
- Priya Sharma (2022) highlighted that forgetfulness and poor appointment management are major causes of no-show behaviour.
- Rakesh Patel and Shah (2019) emphasized the importance of data-driven scheduling systems in minimizing operational inefficiencies caused by no-shows.
- Elizabeth Parker (2021) concluded that reminder notifications through SMS and email improve appointment attendance.
- Arun Nair (2023) explained that artificial intelligence and automated systems help organizations predict and manage no-show behaviour effectively.

The literature indicates that appointment reminders, customer communication, and digital scheduling systems play an important role in reducing no-show occurrences.

### Objectives of the Study

#### Primary Objective

- To analyze the causes and impact of no-show behaviour in service systems and identify effective strategies to reduce no-show occurrences.

#### Secondary Objectives

- To identify the factors causing missed appointments.
- To examine the impact of no-shows on organizational efficiency.
- To study the effectiveness of appointment reminder systems.
- To analyze customer behaviour related to appointment attendance.

- To evaluate scheduling system effectiveness.
- To suggest strategies for reducing no-show behaviour.

## RESEARCH METHODOLOGY

The study adopted a descriptive and analytical research design. Primary data was collected through structured questionnaires distributed among respondents who use appointment scheduling systems.

The sample size consisted of 50 respondents selected using convenience sampling techniques. Data collected from respondents included demographic details, appointment scheduling behaviour, no-show experiences, reminder effectiveness, and customer opinions regarding scheduling systems.

Statistical tools used for analysis include:

- Percentage Analysis
- Reliability Analysis
- Chi-Square Analysis
- ANOVA
- Regression Analysis
- SPSS Software

The study was conducted at CAFS Infotech during the academic project period.

## Data Analysis and Interpretation

### Frequency Analysis

The frequency analysis revealed that 54% of respondents were female and 46% were male. Most respondents belonged to the age group of 18–25 years. The analysis also indicated that 60% of respondents receive reminder notifications before appointments.

The major reason identified for no-show behaviour was scheduling conflicts and communication-related issues.

## RELIABILITY ANALYSIS

Reliability analysis was conducted using Cronbach's Alpha to measure the consistency of questionnaire items.

Cronbach's Alpha	Number of Items
0.712	14

### Interpretation

The Cronbach's Alpha value of 0.712 indicates acceptable reliability and internal consistency among the questionnaire items.

## ANOVA ANALYSIS

ANOVA analysis was conducted to determine whether age groups differ significantly regarding appointment system effectiveness.

Source	F Value	Significance
Between Groups	0.657	0.583

### Interpretation

Since the significance value is greater than 0.05, there is no significant difference among age groups regarding appointment system effectiveness.

### CHI-SQUARE ANALYSIS

Chi-Square analysis was conducted to identify the relationship between reminder notifications and missed appointments.

Test	Value	Significance
Pearson Chi-Square	1.923	0.166

#### Interpretation

The significance value is greater than 0.05, indicating that there is no statistically significant relationship between reminder notifications and missed appointments.

### REGRESSION ANALYSIS

Regression analysis was conducted to identify the influence of reminder effectiveness, convenience of booking systems, and ease of rescheduling on no-show behaviour.

Variables	Beta	Significance
Reminder Notification Effectiveness	-0.094	0.543
Convenience of Booking System	-0.042	0.780
Ease of Rescheduling	-0.080	0.600

#### Interpretation

The regression model was not statistically significant since the significance value was greater than 0.05. The selected variables did not significantly influence no-show behaviour.

### Findings and Suggestions

#### Findings

- Majority of respondents were female.
- Most respondents belonged to the 18–25 years age group.
- Reminder notifications are commonly used before appointments.
- No significant relationship exists between reminder notifications and no-show behaviour.
- Scheduling convenience and rescheduling flexibility did not significantly influence no-show behaviour.
- Respondents generally expressed positive opinions regarding appointment scheduling systems.

#### Suggestions

- CAFS Infotech can improve automated reminder systems through SMS and email notifications.
- Flexible rescheduling options should be provided to customers.
- Customer awareness regarding cancellation policies should be improved.
- Organizations should regularly analyze customer attendance patterns.
- Appointment confirmation systems can reduce scheduling gaps.
- Digital appointment management platforms should be strengthened.

### References

- Guy David et al. (2018), Study on Appointment No-Shows in Healthcare Systems.
- Harrison M.J. (2020), Predictive Analytics in Appointment Scheduling.



Priya Sharma (2022), Behavioural Factors Influencing Patient No-Show Rates.

Rakesh Patel & Shah (2019), Scheduling Techniques for Managing No-Shows.

Arun Nair (2023), AI-Based Prediction of No-Show Behaviour.

Elizabeth Parker (2021), Impact of Reminder Notifications on Appointment Attendance.

Daniel R. Cox (2020), Statistical Models for Predicting Customer Absenteeism.

Karthik Reddy (2022), Automated Scheduling Systems in Service Organizations.

IJMRR