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Appointment reminder SMS: when to send it, what it must say and how to schedule it

WhatsApp & APIs

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MozOut Mozambique
RLX Holdings, S.A. · Group RLX Holdings
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https://www.meu.mozout.co.mz/knowledgebase/2667

Appointment reminder SMS: when to send it, what it must say and how to schedule it

WhatsApp & APIs Created on **November 13, 2026** 3 min read



The short answer: send the reminder **the day before**, or **a few hours before** if the appointment is early in the morning or easy to forget. Say **who** it is from, **what** it is, **when**, **where** and **how to rebook**. Schedule it on the SMS page in Meu MozOut or, if your bookings live in a system, through the API at the moment the booking is made.

What the reminder must say

1. **Who:** the name of the clinic, salon or school, even if you use a Sender ID.
2. **What:** consultation, test, class, technician visit, delivery.
3. **When:** the day and time, written so nobody can misread it ("tomorrow at 10:00", "Friday 15/11 at 9:30").
4. **Where:** the address or the room, if it is not obvious.
5. **How to rebook:** a phone number or your website, because the SMS cannot receive replies.

Examples to adapt

Use	The SMS
Clinic	`Reminder: your appointment is on [DATE] at [TIME]. To rebook, call [PHONE].`
Salon	`Hi Joana, your booking is tomorrow at 3pm. If you cannot make it, call [PHONE].`

Use	The SMS
School	`Dear parent, the parents' meeting is on Friday at 5pm, in room 3.`
Technician visit	`Our technician arrives tomorrow between 9 and 11am. To change the time, call [PHONE].`

Templates on the SMS page have parts in square brackets such as [DATE]: leave one unfilled and the send is blocked. More templates in **SMS templates and AI**.

How to schedule it

Route	How it works
SMS page in Meu MozOut	Write the text, pick the contact or group, set the day and time. Each contact's name goes in with `{$contact_first_name}`.
API	When the booking is created in your system, send the SMS with **send_at** set to the day before. Keep the id you get back: if the booking moves, cancel that notice and schedule a new one.

Scheduling through the API is covered in **scheduling notices through the API**, and cancelling in **cancelling a scheduled SMS**.

Do not ask people to "reply YES to confirm".
The sender cannot receive replies, and the customer believes they confirmed. If you need a confirmation, ask for a call or a visit to your website.

Watch out for accented names.
Names such as "João" or "Conceição" contain letters that switch the whole message to Unicode, where each part holds fewer characters. Check the cost before you schedule: **how many credits an SMS uses**.

RECOMMENDED

Want fewer missed appointments? See the SMS prices and schedule your first reminders in Meu MozOut.

See SMS prices →

SEE ALSO

- Notification SMS: automatic notices to your customers from the SMS page or your own system
- Scheduling SMS notices through the API: send_at, time zones and when credits are charged
- Cancelling a scheduled SMS through the API, for example when the customer has already paid
- Personalised SMS with the contact's name: variables, examples and pitfalls
- Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained

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TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@mozout.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.mozout.co.mz
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