

Client Churn Measurement

Repeat clients – Managing and measuring reasons for repeat appointments

One of the critical factors impacting demand management in the CLC sector that has come out of the demand management project is the impact of repeat appointments.

These occur for a number of reasons. This tool is designed to help centres accurately assess why a repeat appointment has been booked to see whether they could be potentially avoided in the future.

To implement this tool, it is useful to add it to the 'notes' section in CLASS after an appointment and added as a customised field (drop-down box) in CLASS.

It is to be filled in by lawyers and/or administration when a client is booking a repeat appointment. You may also choose to make it a 'pop-up' note when the client tries to book another appointment with some of the options below.

If you are unsure how to add a customised field for the 'reason for repeat appointment' or how to measure time spent with the client, you can lodge an IT request with CLCA or contact CLCQ, we may have a resource to assist.

This tool is MOST useful when used in conjunction with measuring time spent with the client, and is designed to find inefficiencies in the intake process.

Example-

If a high proportion of clients getting repeat appointments have an appointment time of >15 minutes at their initial appointment and the reason recorded is 'client did not have any/all of their documentation'; it may indicate that the centre could benefit from sending clients a reminder of the information required for their appointments (see also [Email templates – Client requirements](#)).

The options for the drop-down menu of questions to be filled in by lawyers/administration are below:

Does the client require a repeat appointment?

- No, Client did not need a repeat appointment
- No, beyond the scope/capacity of CENTRE
- Yes, Client requires further advice about the same matter
- Yes, Client did not have any relevant documents/information for this matter
- Yes, Client had some, but not all, relevant documents/information for this matter
- Yes, Client requires appointment for another matter
- Only after matter has progressed – see case notes
- Other _____