Salesforce Appointment Reminders and Confirmations (the numbers illustrated below are not real and cannot be used to represent any company) 1 Day Reminder (Sunday Only) 09/19 (Sun) 09/26 (Sun) **Send Date** 10/03 (Sun) 10/10 (Sun) 10/17 (Sun) 10/24 (Sun) 10/31 (Sun) 11/07 (Sun) 11/14 (Sun) 11/21 (Sun) 4,800 Appoint. Date 09/20 (Mon) 09/27 (Mon) 10/04 (Mon) 10/11 (Mon) 10/18 (Mon) 10/25 (Mon) 11/01 (Mon) 11/08 (Mon) 11/15 (Mon) 11/22 (Mon) 4,000 Email 251 177 179 191 205 SMS 2,020 2,160 2,018 1,956 1,962 2,000 2,062 2,125 2,106 2,180 3,200 60.0% SMS / E-Mail 1,392 1,494 1,392 1,414 1,441 1,392 1,350 1,428 1,466 1,489 2,400 Error 480 490 500 456 499 459 529 510 529 485 TBD 324 340 319 348 366 244 244 233 246 229 1,600 Total 4,467 4,677 4,399 4,351 4,461 4,368 4,487 4,541 4,588 4,274 800 82.0% 81.5% 80.6% 82.3% 83.4% 84.4% Success Rate 82.3% 81.4% 83.6% 82.9% 88.9% Confirmed Rate 93.1% 91.6% 89.9% 86.7% 88.9% 87.3% 87.6% 86.5% 86.5% 09/20 09/27 10/04 10/11 10/18 10/25 11/01 11/08 11/15 11/22 81.3% 79.9% 77.5% 82.6% *79.5%* 76.8% 78.8% 76.7% 79.9% 84.4% Show Rate (Mon) (Mon) (Mon) (Mon) (Mon) (Mon) (Mon) (Mon) (Mon) Email SMS / E-Mail Error TBD ----- Success Rate 2 Day Reminder **Send Date** 11/13 (Sat) 11/14 (Sun) 11/15 (Mon) 11/16 (Tue) 11/17 (Wed) 11/18 (Thu) 11/20 (Sat) 11/21 (Sun) 11/22 (Mon) 11/23 (Tue) 6,000 90.0% 11/15 (Mon) 11/16 (Tue) 11/17 (Wed) 11/18 (Thu) 11/19 (Fri) 11/20 (Sat) 11/22 (Mon) 11/23 (Tue) 11/24 (Wed) 11/25 (Thu) Appoint. Date 5,000 75.0% Email 175 223 214 229 163 65 190 228 384 2,304 2,341 2,425 1,757 2,156 2,315 1,744 2,100 4,000 60.0% SMS / E-Mail 1,662 1,735 1,619 1,235 265 1,470 1,645 1,356 1,441 3,000 45.0% 587 544 399 469 512 603 119 552 465 Error 227 223 283 236 167 47 212 256 235 2,000 30.0% Total 4,455 5,015 5,160 5,053 3,721 880 4,497 4,996 3,987 13 1,000 15.0% Success Rate 83.4% 83.5% 83.1% 84.6% 84.8% 81.1% 84.9% 83.8% 82.4% 92.3% Confirmed Rate 86.5% 90.3% 89.9% 0.0% 91.3% 90.5% 91.3% 92.7% 88.9% 89.3% 77.9% 83.4% 80.1% 81.0% 85.7% 78.8% 84.4% 79.3% 0.0% 0.0% Show Rate 11/15 11/16 11/17 11/18 11/19 (Fri) 11/20 11/22 11/23 11/24 11/25 (Tue) (Wed) (Thu) (Sat) (Mon) (Tue) (Wed) (Thu) Email SMS SMS / E-Mail Error TBD ----- Success Rate 7 Day Reminder **Send Date** 11/12 (Fri) 11/13 (Sat) 11/15 (Mon) 11/16 (Tue) 11/17 (Wed) 11/18 (Thu) 11/19 (Fri) 11/20 (Sat) 11/22 (Mon) 11/23 (Tue) 6,000 90.0% Appoint. Date 11/19 (Fri) 11/20 (Sat) 11/22 (Mon) 11/23 (Tue) 11/24 (Wed) 11/25 (Thu) 11/26 (Fri) 11/27 (Sat) 11/29 (Mon) 11/30 (Tue) 5,000 75.0% Email 57 184 176 400 1,873 2,077 1,565 2,280 SMS 1,663 45 310 69 1,938 4,000 60.0% 936 199 1,034 1,221 982 43 201 62 1,050 1,383 SMS / E-Mail 3,000 45.0% 379 123 432 503 422 38 97 67 462 530 Error 420 122 594 665 532 40 106 54 576 687 TBD 2,000 30.0% Total 3,536 901 4,094 4,650 3,639 204 767 298 4,169 5,056 1,000 Success Rate *75.4%* 71.9% 72.9% 61.5% 77.1% 78.6% 69.9% 85.9% 83.2% 76.7% 84.9% 91.8% 0.0% 0.0% 0.0% Confirmed Rate 91.8% 92.7% 88.9% 0.0% 0.0% Show Rate 85.7% 78.8% 84.4% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11/19 11/20 11/22 11/23 11/24 11/25 11/26 11/27 11/29 11/30 (Fri) (Sat) (Mon) (Tue) (Wed) (Thu) (Fri) (Sat) Email SMS SMS / E-Mail Error TBD ----- Success Rate Same Day Reminder **Send Date** 11/12 (Fri) 11/13 (Sat) 11/15 (Mon) 11/16 (Tue) 11/17 (Wed) 11/18 (Thu) 11/19 (Fri) 11/20 (Sat) 11/22 (Mon) 11/23 (Tue) 6,000 11/20 (Sat) 11/22 (Mon) 11/23 (Tue) 11/24 (Wed) 11/25 (Thu) 11/26 (Fri) 11/19 (Fri) 11/27 (Sat) 11/29 (Mon) 11/30 (Tue) Appoint. Date ------5,000 75.0% Email 233 195 220 156 71 178 77 185 243 SMS 342 2,098 2,322 2,323 2,369 1,744 352 2,279 1,812 2,178 4,000 60.0% SMS / E-Mail 1,230 298 1,456 1,658 1,691 1,609 1,236 270 1,484 1,629 3,000 45.0% 536 Error 434 111 519 615 575 510 375 125 172 62 236 223 57 260 TBD 255 211 163 2,000 Total 3,826 3,674 4,947 4,494 5,051 5,039 4,919 875 4,569 890 1,000 15.0% 83.9% 84.2% 80.6% 83.2% 83.4% 83.5% 85.3% 85.4% 79.2% Success Rate 84.5% Confirmed Rate 84.9% 91.8% 92.7% 91.8% 88.9% 0.0% 0.0% 0.0% 0.0% 0.0% Show Rate 85.7% 78.8% 84.4% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11/19 11/20 11/22 11/23 11/24 11/25 11/26 11/27 11/29 11/30 (Fri) (Sat) (Mon) (Tue) (Wed) (Thu) (Fri) (Sat) (Mon) (Tue)

Email SMS SMS / E-Mail Error TBD ----- Success Rate