

Scheduling Without An Email: What You Need To Know

While OnceHub allows you to set email collection as **not required** or remove the email question entirely, **this is generally not recommended**.

This configuration is specifically designed for **Phone Booking** or high-volume **D2C retail** use cases where the friction of providing an email address may cause high drop-off rates.

Before setting email collection to **not mandatory**, it is essential to understand the consequences this has on your scheduling workflow and guest notifications.

Consequences of Not Collecting an Email

When an email address is not collected, the standard automated booking process is significantly affected, resulting in the following impacts:

- **Loss of Automated Calendar Invites:** Without an associated email address, OnceHub cannot send calendar invitations (.ics files). Guests will not receive a calendar event and must manually add the meeting to their digital calendar, significantly increasing the risk of no-shows.
- **No Email Notifications or Reminders:** All email-based confirmations, reminders, and follow-ups will not be delivered to your guest.
- **CRM Synchronization & Data Fragmentation:** While some integrations may support updates without an email address, many CRMs still rely on email as the **unique identifier**. Omitting this field can lead to data fragmentation in your CRM, causing duplicate records or a failure to sync new activity to existing Contacts.
- **Dependency on SMS for Notifications:** To maintain a reliable communication bridge when email collection is not mandatory, ensure that your SMS notifications are fully optimized to handle all guest interactions. This requires:
 - Setting the **Phone** field as mandatory on your **Booking Form**.
 - Maintaining a **sufficient SMS credit balance** to prevent delivery failure of automated messages.
 - Configuring SMS notifications to include all necessary meeting details.



NOTE for iPhone Users: iOS devices can often detect meeting dates and times from SMS texts, allowing guests to add events directly to their calendar from the text message.