

## 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.