

## MUSE Member Pipeline

Stage	Who are they?	How did they get here?	What is MUSE doing?	What am I doing?
Payment Failed	Members whose credit card failed to recharge	MUSE moved them here based on MyTime membership data	nothing	outbound call to update CC information and/or manually send a bulk SMS
ApptDay06 - ApptDay60	unbooked members	failed to rebook their next appointment	SMS	outbound call on ApptDay24
unPausing Alert	Frozen Members who are nearing the end of their paused membership	MUSE moved them here 5 days before their Memberships are scheduled to resume	SMS	nothing
Rabies Alert	booked members whose Rabies Vacc has expired	MUSE moved them here 3 days before their scheduled appointment	SMS	nothing
Wait List	Members who are interested in moving their appointment sooner	you assigned the "wait list" tag	removing from automated messaging for 7 days	manually send a bulk SMS when the calendar opens up
Paused	leads that have booked their trial appointment	MUSE moved them here based on MyTime membership data	removed from automated messaging	nothing
Cancel Pending	Members whose memberships are all Cancel Pending	MUSE moved them here based on MyTime membership data	removed from automated messaging	nothing
Appt Booked, Appt Today, Appt Next Bizday	Members who have rebooked their next appt	rebooked their next appointment	nothing	nothing
Unbooked	Unbooked members who are not due for a reminder	failed to rebook their next appointment	nothing	nothing
Do Not Contact	Members who do not want to receive automated appointment reminders	Member responded STOP (unsubscribe) ... or you assigned the "do not remind" tag	nothing	nothing