

MUSE Customer Pipeline

Stage	Who are they?	How did they get here?	What is MUSE doing?	What am I doing?
First ApptDay01	Customers who just completed their Trial Appointment (whether or not they are rebooked)	MUSE moved them here based on MyTime appointment data	SMS (optional)	outbound call to check-in how the dog is doing (and rebook if unbooked)
First ApptDay24	First Time customers whose Trial Appt was 24 days ago	MUSE moved them here based on MyTime appointment data	SMS	nothing
ApptDay45 [∞] Unbooked	unbooked Customers ("never members") whose latest completed appointment was 45 days prior ... or 90 ... or 135...	MUSE moved them here based on MyTime appointment data	SMS or email	nothing
ApptDay90 [∞] Former Member	unbooked Former Members whose latest completed appointment was 90 days prior ... or 180 ... or 270...	MUSE moved them here based on MyTime appointment data	email	nothing
Rabies Alert	booked Customers whose Rabies Vacc has expired	MUSE moved them here 3 days before their scheduled appointment	SMS	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
Deceased Dogs	Customers whose dogs have all passed	MUSE moved them here based on MyTime deceased dog indicator	removing from automated messaging	nothing
Do Not Contact	Customers who do not want to receive automated appointment reminders	Customer responded STOP (unsubscribe) ... or you assigned the "do not remind" tag	remove from automated messaging	nothing