

MUSE Action Tags

Tag	For which Contacts?	What does it do?	When do I use it?
!skip today's messaging	all	cancels any messages that are queued up to go out today to the contact	- anytime you book a contact's appointment, especially if you book them early in the day before all of the automated messages have been sent
! undo tags	mistakenly tagged	cancels one of these action tags if applied withing 1 minute	when you mistakenly apply a tag and want to "undo" before that tag's actions start
dnd for sms	all	tags the contact "Do Not Disturb" for SMS ... but other channels are still allowed	- if the contact has made it clear in a text or voice conversation they want to be removed from SMS messages - note: MUSE will automatically tag a contact for DND if they respond with the single word "STOP". But if the contact's reply contains more than this single word (e.g. "Please stop messaging me"), MUSE will not take action. You will need to review and decide if you should apply this tag.
do not remind	Members & Customers	Prevents the Customer or Member from receiving appointment reminder messages	- when a Customer or Member asks us to stop reminding them to rebook - sometimes Members will say "Please don't call me about rebooking. I will rebook Fluffy's appointments online." - does not work for leads. If a lead wants you to stop calling/text, you should tag "stage --> cold" or "stage --> lost"
waitlist (formerly "stage --> waitlist")	Members	moves the Member to one of the "WaitList" stages, depending on the Breed Level of Dog1	removing from automated messaging
cold (formerly "stage --> cold")	Trial & Presale leads	moves the Lead to the "Cold" stage and removes from automated messaging for 90 days	- when a lead is not interested in booking their Trial appointment at the moment ... but you feel they might be interested in the future - when a lead is going out of town for a week and asks that we call them back then (you can send the lead to "Cold" and create a task for yourself to call/message them back when they return. - when the lead says "I was able to get an appointment somewhere else"
hot (formerly "stage --> hot")	Trial & Presale leads	moves the Lead to the "Hot" stage and removes from automated messaging for 7 days	email every 90 days
lost (formerly "stage --> lost")	Trial & Presale leads	moves the Lead to the "Lost" stage and removes from automated messaging forever	- when you believe the lead is not, and never will be, interested in Scenthound's services - when the lead says "I don't have a dog"
store --> XYZ	Trial & Presale leads	changes which Scenter a lead is associated to	- when a lead attends an event for Scenter ABC, but then hears they live closer to Scenter XYZ -