

| Scenario / Intent                        | User Action / Trigger   | PRUHealth Team Message (WhatsApp-style)  | System Action / Purpose                                | Notes for Builder / Logic                                      |
|--|---|--|--|--|
| Opt-out (Manual Stop)                    | User types "Stop", "Cancel", "Not now", "End chat", "I don't need help" | Of course. I've paused all messages for now. You can message me anytime if you'd like to continue your health journey again. | Stop all automated prompts and re-engagement messages. | Create intent intent_exit; tag user as "paused".               |
| Graceful End (Natural Completion)        | User says "Thank you", "That's all", "I'm done for now"                 | You're very welcome. I'll stay quiet for now, but you can restart anytime by saying "Hi Team." Take care.                    | Mark conversation as completed but not unsubscribed.   | Keeps door open for natural re-entry later.                    |
| Silent Exit (Inactivity)                 | User ignores multiple re-engagement prompts                             | I'll pause my reminders for now so you're not disturbed. You can reach out anytime if you'd like to continue.                | Auto-stop messages after 2-3 failed re-engagements.    | Add logic: "If no response after 3 follow-ups --> pause flow." |
| Unsubscribe (Compliance)                 | User explicitly requests stop messages or unsubscribe                   | Understood. You've been unsubscribed from the PRUHealth Team messages. You can rejoin anytime by messaging "Restart."        | Ensure full opt-out compliance (WhatsApp, SMS).        | Set user status = "unsubscribed" in CRM.                       |
| Restart Flow (Re-entry)                  | User says "Hi Team", "Restart", "Continue", or "Help"                   | Welcome back! Let's pick up where we left off. Would you like to continue from your last step or start fresh?                | Re-enable messages and reassign active journey node.   | Intent intent_restart restores workflow context.               |
| Optional Re-check (Long Pause Follow-up) | System recontacts after 30-60 days                                      | It's the PRUHealth Team. Just checking if you'd like to continue where we left off -- only if you're ready.                  | Gentle reactivation message after inactivity.          | Use only once after long silence to test engagement.           |