Day	Instance	Materials	Customer Message (Assumed)	Bot Message	Bot Action 1	Bot Action 2
0	Onboarding	Materials to be included in message: Customer TnCs (WhatsApp, PDPA, Pru TnCs) Medical TnCs (Pip?) Disclaimer (not a medical tool) Button for signing and acknowledgement		Hello[salutation][name] 👋 Welcome to Prudential, Your policy [Product][Policy Number] is now active. As your PRUHealth Team, we're committed to supporting you every step of the way. 💟 Here's how we can help: 🩺 General Health Inquiry 📋 Panel Specialist Booking Service 🏥 Medical Expense Direct Billing Service 🛡 Additional Services Navigation If you have any health inquiries or needs in the future, don't hesitate to contact us anytime — PRUHealth Team Help when you need it most WA Message 2: As part of our compliance agreement will you please accept the terms and conditions and responding with "YES". Then we're good to go! WA Message 3: Let's get to know you a bit more, can you confirm your Home Address, Phone Number and Identification Number. So in cases of emergency we can get help to you quickly.	Bot. Provide Data from Policy Name Address Number Identification	Bot. Selection Buttons: Confirmed. All correct. Need to make changes.
Day 1	Health Topics - Preferences			WA Message 1: Hello [salutation][name], We'd like to curate the content we send you, would you like to select the health topics that interest you?	Bot. Button Selection	
Day 1	Entry Point. Outbound Marketing Campaign Breast Cancer Awareness	Send Info graphic - Campaign		WA Message: Hello [Name] Breast Cancer Awareness Month is coming up, did you know 1 in 6 women are susceptible to breast cancer. What a staggering thought! Here's a demonstration on how to check your own breasts at home. WA Message: If you'd like to schedule a breast cancer screening at your nearest panel hospital we can help arrange that for you! PRUHealth Team	Bot. API Call for appt. booking	
	Appointment Booking			WA Message: Who is this appointment for? Eg: Me (Name of policy holder) OR Life assured 1 Life assured 2	Bot. Customer Selection Select from list	
				WA Message: We can use your WA location to provide a list of hospitals nearby OR type in your address/district and we'll send you a list to choose from. * *if you use location services*	Bot. Hospital List Drop down to Hospital List for customers to select	
	Services Selection				Drop down to Services List for customers to select	
	Doctor Finder			WA Message: Next let's find you a doctor. Here are the profiles for all doctors at [Hospital Name] in the service or specialty you have selected.	Bot. Doctor Profile Profile selection	
	Time slot selection			WA Message: These are the available appointment times for the doctor you have selected.	Bot. Time slots Customer to pick preferred time slot	
	Booking confirmation			WA Message: Okay, we've booked your appointment for * Time * Date * Location * Doctor name		
Day 2	Appointment Reminder			WA Message: Good morning! Just reminding you of your (TIME) appointment tomorrow at [Hospital name]		
Day 2	Appointment Prep			WA Message: If this is your first time going for a [service] (this case - mammogram), here's what to expect. [insert article link - How to prepare for a mammogram (or something)]		
Day 3	Post Appointment Follow-Up			WA Message: Hello[name] How did your appointment go?		
Day 4	Waiting on results	Breast Cancer Screening Results - Expectations		WA Message: Hello[name] While waiting for your results, would you like to explore more content about Breast Cancer or any other Health related topics? PRUHealth Team	Bot. Choose Favourite Topics	
Day 5	Results - Breakdown (medical inquiry)		I don't understand my results can you help?	Of course! Send me a photo or PDF of your report and I can help you understand the diagnosis and results of your treatment. Alternatively, we can put you in touch with a PruNurse to go over them with you.	Bot. Trigger Nurse Handoff	
Day 6-10	Potential Black out					
Day 11	Second Opinion - Policy Checker		Does my policy cover second opinion? I want to see another doctor	WA Message: Hello[name] Based on your policy named [insert policy name] you do have a benefit of seeking a second opinion at another Prudential panel hospital. May I send you a list of hospitals in your area?	Bot. Hospital List Drop down to Hospital List for customers to select	Bot. Triger Appointment Booking Flow
Day 12	Appointment reminder			WA Message: Good morning! Just reminding you of your (TIME) appointment today at [Hospital name]		
Day 13-15	Entry Point. Confirmed customer has visited Second Opinion Doctor, Hospital Notification Ask customer if they have completed their Second Opinion visit			WA Message: Hello[name] Hope your second opinion went well, would you like any assistance with next steps? PRUHealth Team		
	Claims Cost - If customer asks about claims for Second Opinion		Can I claim the cost for a second opinion?	Hello[name] By visiting a Partner/Panel Hospital, yes you can claim the cost (or up to x% of the cost) PRUHealth Team	Bot. Trigger Claims Workflow	
	If not a panel hospital			WA Message: Hello[name] Because you chose to visit a non-panel hospital you may not be able to claim compensation, but I will check. PRUHealth Team	Bot. Trigger Claims Check	
Day 15 - 20	Potential Black out					
Day 21	Send Marketing Content - Breast Cancer Awareness	Send Article/Video		WA Message: Hello[name] Hope all is going well, we thought you might want to learn more about Breast Cancer Prevention PRUHealth Team		
Day 22	Explore new products	Send Article/Product Brochure		WA Message: Hello[name] At Prudential we go beyond just health protection, we're here to be your friend, to help you stay ahead of the game when it comes to your overall health. Discover how your policy can serve you better, don't put your health on the back burner. Ask me about your policy or other Prudential products that could help protect your life and your future. PRUHealth Team		
Day 30	Send NPS	Survey		NPS/SURVEY How has your experience been using PRUHealth Team? Learn more about what the PRUHealth Team can do for you. If you have a few moments, please rate your experience using WhatsApp to book your last doctor's appointment and claims process.		
NPS Survey Request						
AFTER EVERY COMPLETED ACTION	Appointment Booking			NPS/SURVEY How has your experience been using PRUHealth Team? Learn more about what the PRUHealth Team can do for you. If you have a few moments, please rate your experience using WhatsApp to book your last doctor's appointment and claims process.		
	Dr. Finder			NPS/SURVEY How has your experience been using PRUHealth Team? Learn more about what the PRUHealth Team can do for you. If you have a few moments, please rate your experience using WhatsApp to book your last doctor's appointment and claims process.		
	Completed Health Inquiry			NPS/SURVEY How has your experience been using PRUHealth Team? Learn more about what the PRUHealth Team can do for you. If you have a few moments, please rate your experience using WhatsApp for your health inquiry, did we answer all your questions and provide adequate solutions.		
	Completed Policy Inquiry			NPS/SURVEY How has your experience been using PRUHealth Team? Learn more about what the PRUHealth Team can do for you. If you have a few moments, please rate your experience using WhatsApp to check your policy features. Did we answer all your questions? Thank you so much, for completing the survey!		