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 🏥 Network Doctor 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 Health Screening	Send Info graphic - Campaign		WA Message 1: Hello [salutation][name], Its world health day soon, when was the last time you did a Health Screening? Under your policy coverage, you're entitled to an annual Health Screening claim up $x. Would you like me to help schedule an appointment?	Bot. Yes/No options	Bot. IF Yes 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. Here is a list of Prudential panel hospitals closest to you.	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)] WA Message: If you would like to know more, or have any questions, we're here to help.		
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 back?			WA Message: Hello [name] Hope you've got your mammogram results back? If you're still waiting, would you like me to help expedite? PRUHealth Team		
Day 5	Results		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			WA Message: 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/Flyer		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		WA Message: 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.		
Additional Scenario (TBC)						
Day	Instance	Materials	Customer Message (Assumed)	Bot Message	Bot Action 1	Bot Action 2
	Health Inquiry: Scenario 1					
Day 1	Inbound WhatsApp		I have stomach pain	WA Message Can you tell me more about your pain? Is your pain very bad? How long have you been in pain?	Ask more questions	
			On and off Sometimes	WA Message It sounds like you need to see a doctor	medical professional. Would you like us to schedule an appointment at your nearest panel hospital?	Yes/No options	

			Yes No		IF YES: Bot. API Call for appt. booking	IF NO: Bot. Continue workflow
			No	WA Message 3: What would you like us to help you with? * More Information * Speak to the Pru Health Nurse?	Bot. Button Selection. Customer selects option.	Bot. (speak to nurse) Hand-off to human Figma hand-off journey here
				WA Message 4: We'll you put you through to one of the nurses in our PRUHealth Team . They will review this conversation and come back to you in a moment.		
	Health Inquiry: Scenario 2					
Day 1	Inbound WhatsApp		I have stomach pain	WA Message Can you tell me more about your pain? Is your pain very bad? How long have you been in pain?	Ask more questions	
			On and off Sometimes	WA Message It sounds like you need to see a doctor | medical professional. Would you like us to schedule an appointment at your nearest panel hospital?	Yes/No options	
			YES	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. Here is a list of Prudential panel hospitals closest to you.	Bot. Hospital List Drop down to Hospital List for customers to select	
					Drop down to Services List for customers to select	
				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	
				WA Message: These are the available appointment times for the doctor you have selected.	Bot. Time slots Customer to pick preferred time slot	
				WA Message: Okay, we've booked your appointment for * Time * Date * Location * Doctor name		
	Health Inquiry: Scenario 3					
Day 2	Post Appointment Follow-Up			WA Message Hello there, How did you appointment go?		
	OPTION 1		Great	WA Message That's good to hear! Are there any next steps that the doctor has provided or asked you to do?		
			Yes, I have a follow up appointment	WA Message Fantastic! What would you like to do next? * Send reminders for the appointment * Consult a financial advisor to talk about your policy coverage. * Speak to a PRUnurse?	Bot. Button Selection. Customer selects option.	
			Customer Message: Option 1: Send Reminders	WA Message Great, let me know when your appointment is, I'll periodically send you a reminder.		
			Customer Message: Option 2. Consult advisor	WA Message Great, I've put your request in the queue, an agent will respond to you shortly	Bot. Redirect to PRUHealth Team . PRUHealth Team will redirect to CS	
			Customer Message: Option 3. Speak to a PRUNurse	WA Message We'll you put you through to one of the nurses in our PRUHealth Team . They will review this conversation and come back to you in a sec.	Bot. (speak to nurse) Hand-off to human	
	OPTION 2		Customer Message: Not so good	WA Message I'm sorry to hear that. What did the doctor say?		
			Customer Message: Doctor said, I have some gastric problems, I need to avoid spicy or oily food. He wants to see me again a month.	WA Message It sounds like you have been given a treatment plan. Has your follow up appointment been booked?	Yes/No options	
			Customer Message: NO	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. Here is a list of Prudential panel hospitals closest to you.	Bot. Hospital List Drop down to Hospital List for customers to select	
					Drop down to Services List for customers to select	
				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	
				WA Message: These are the available appointment times for the doctor you have selected.	Bot. Time slots Customer to pick preferred time slot	
				WA Message: Okay, we've booked your appointment for * Time * Date * Location * Doctor name		
			YES	WA Message Would you like to speak to a PRUNurse for further clarification	Bot. Button Selection. Customer selects option.	
			Yes	WA Message We'll you put you through to one of the nurses in our PRUHealth Team . They will review this conversation and come back to you in a sec.	Bot. (speak to nurse) Hand-off to human	
	OPTION 3		Customer Message: I have to go for a scope	WA Message: Have you been given information to prepare for this scope?		
			Yea they gave me a checklist	WA Message That's great, is there anything you'd like to know more about?		
			No, I didn't get anything	WA Message: There are a couple common scope procedures, a gastroscope or a colonoscope. Do you know which one you're going for?		
			Customer Message: I'm not sure	WA Message No problem, I'll walk you through the both procedures.	Send Infograpics Colonoscope requirements Gastroscope requirements	
			YES NO	WA Message Would you like to speak to a PRUNurse for further clarification	Bot. Button Selection. Customer selects option.	
			Yes	WA Message We'll you put you through to one of the nurses in our PRUHealth Team . They will review this conversation and come back to you in a sec.	Bot. (speak to nurse) Hand-off to human	
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!		