

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.