Engagement Methods

### Surprise & Delight

The customers would be surprised and the delighted right from the login page. The login page would not only be themed but an animated form would be provided to wow the visitors.

Animated pre loaders would be used to provide visual cue while loading the content in the background. Finally, tooltips would be used to onboard new users and convert them to active users.

### Anticipation

Funny greetings would be displayed on the top of the page based on the patient's previous ailment and a funny welcome note would be given for a new user. Frequently asked questions (FAQ's) with answers would be provided and most importantly, a facility to chat live with a customer service representative would be provided.

### Rewards

Various surveys would be conducted to improve customer service at the dental clinic based on the treatment and a reward of 5% off on the doctor fee would be offered to complete the survey. Also, a complimentary doctor recommended sample tooth paste would be given away for free to patients who reserve the appointments through the website.