Customer Behavior Story

1. Push of the Situation

- **Pain Point:** Customers (specifically healthcare providers and patients) experience frustration due to limited availability of appointment windows and delays in receiving care. This issue is compounded by confusing patient portals and manual booking processes.

2. Pull of the New Solution

- **Key Features:**

  - **Ease of Use:** An intuitive interface that simplifies the scheduling process.

  - **AI Assistance:** Automates scheduling and provides predictive analytics for better healthcare delivery.

  - **Pricing:** Affordably tailored for community and regional health systems.

  - **Innovation:** AI-assisted scheduling and familiarity with Expedia/Table style scheduling.

3. Anxieties of the New Solution

- **Providers' Concerns:**

  - Fear of disrupting current workflows.

  - Worries about system integration with existing EHRs and administrative tools.

  - Concerns about the costs associated with transitioning to a new system.

- **Patients' Concerns:**

  - Initial learning curve of new scheduling interfaces.

  - Assurance of data security and compliance with privacy regulations.

4. Habit of the Present

- **Entrenched Workflows:**

  - Providers accustomed to existing EHR and scheduling systems despite inefficiencies.

- **Comfort with Familiar Systems:**

  - Preference for predictable and known methods.

- **Perceived Learning Curve:**

  - Potential resistance due to assumed time and effort to learn new systems.

Recommendations on Applying the Story

- **Marketing and Positioning:**

  - Emphasize immediate benefits and address anxieties in marketing campaigns.

  - Showcase successful integration stories with existing systems to build trust.

- **Sales and Customer Conversations:**

  - Tailor messages that directly address provider and patient concerns.

  - Highlight time and cost savings through AI-enhanced efficiency.

- **Product Development and Onboarding:**

  - Ensure seamless integration features and offer comprehensive training/support.

  - Use familiar design elements wherever possible to minimize the learning curve.