

Customer Journey

initial contact

by phone - answering message, respond to calls
by email - out of office with advice
by Facebook - auto response

initial email

welcoming, thanking them for enquiry and interest,
offering complimentary trial

complimentary trial

meet and greet everyone
introducing yourself, any other team member at class
introduce to another parent if this feels appropriate

introduction to class

welcome - introduce theme
baby led
thank them for coming,
focus on development
play, rest and play

led play

follow class plan for consistency across classes
explain toys and reason we are using them

exploratory play

explain areas, give invitation to play
benefits and sensory experience in them all,
give appropriate safety warnings
engage in conversation and build relationships
help support the community and give 5 minute warning

end of class

calming cuddles,
thank you for coming
goodbye
leaving music running on exit,
how was your experience to address any questions
customising booking and giving out complimentary trial vouchers for friends

follow up

through booking system
if booking - invitation to community group, welcome pack

at end of term

preferential booking for next term/promotional discount
certificate for completing the term/seasonal

language

welcome
baby led
relaxed
colourful
themed
little ones
thank you so much

Customer Segments

pregnant researching

looking for information
baby development
researching options

content



advice blog posts

has baby connecting

looking for opportunities to meet
others
overwhelmed looking for advice



opportunities to play
fundraisers
advice posts
free trial vouchers

current customers wow phase

currently attend sessions
connecting with others



welcome pack
community
printables
workshops
fundraisers
referral codes
advice posts

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