

# 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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