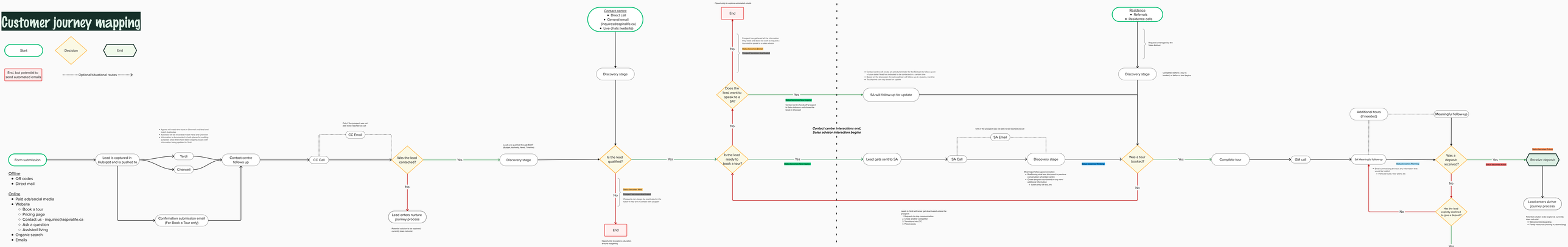
Customer journey mapping

Start | Decision | End

End, but potential to send automated emails

Optional/situational routes



Potential automated emails post sale

- Referral program
- Satisfaction survey (NPS)

Prospect/lead status

Action
- Actively looking at moving into retirement

Weekly occurrences
- SA to engage
- Advancement meetings w/management team

50% conversion of becoming a future resident
30 - 60 day conversion

Planning
- Has toured, or booked a tour
- Acknowledged problems and difficulties of staying at home
- Should be enagaged by community every 2 weeks

50% conversion to action
60 - 120 day from move in

Denial
- Prospect has indicated they will reach out when ready
- Prospect is not engaging in emails or calls
- Prospect is still at home, and may need senior living in the future

>365 days

New inquiry
- All **qualified** leads from call centre are categorized as this
- Prospect has reached out
- Prospect not ready to tour, but still engaging

120-365 day move in

Deactivated (not officially a status)
- Explicitly say they don't want to speak to anyone anymore or gathered all information
- Deceased
- LTC
- Competition
- Has been vocal to be "taken off the list"

All MQL that did not qualify will be categorized here

- Unqualified
- None
- Web
- Future resident
- NEW: Email marketing (sales advisor status)