



Solution Overview: Customer Journey Automation

What It Does

This solution streamlines your guest experience from the moment they sign up until after their trip is complete. It automates key touchpoints like onboarding emails, reminder messages, and review collection, helping you stay consistent, professional, and organized. While much of the process runs automatically, we include intentional points for human review to maintain warmth, quality, and a personal connection that automation alone can't replace.

How It Works

1. **Guest Signs Up**A participant or client joins your program or trip. Their information is automatically recorded in your system.
2. **Welcome Workflow Begins**The system sends a personalized welcome message with key trip or service details, reviewed by you beforehand.
3. **Automated Reminders**Important reminders are scheduled and sent before the trip or service date, reducing confusion and cancellations.
4. **Post-Experience Follow-Up**After the experience, a follow-up message is sent with a thank-you note and a link to leave a review.
5. **Human Review & Feedback Capture**Reviews and feedback are collected, flagged for quality, and reviewed manually so you can respond authentically and improve future experiences.

Key Benefits

- **Streamlined communication** before, during, and after the experience
- **Professional but personal touch** by blending automation with human review
- **Higher review and rebooking rates**
- **Less admin work** without sacrificing guest satisfaction
- **Stronger brand trust** with consistent follow-up

Customer Journey Automation Process

