

### 3 Physical elements

*Timeliness  
of the text  
message*

*Premises,  
signs,  
guidance*

*Automatic  
user  
interface  
instructions*

*Automatic  
user  
interface  
instructions*

*Clarity of  
instructions*

### 1 The customer's path in the service

*Appointment  
by phone*

*Reminder  
by text  
message*

*Arrival for  
dental  
treatment*

*Registration*

*Procedures*

*Care-  
instructions*

*Exit*

INTERACTION

### 2 Front-office, customer service, part of the service visible to the customer

*Dental  
hygienist*

*Dental  
hygienist*

VISIBILITY

### 4 Back-office, part of the service that is invisible to the customer

*Telephone  
service*

*Exp.  
automaton*

INTERNAL INTERACTION

### 5 Support functions and decision-making

*Reservation  
system*

*Reservation  
system*

