

CUSTOMER JOURNEY MAP

Follow one real customer from first contact to review. Write what happens, not what should happen. Then mark the places it breaks.

STAGE	WHAT THE CUSTOMER DOES	WHAT WE DO	WHO OWNS IT	TOOL OR SYSTEM	WHERE IT BREAKS	HOW WE FIX IT
Inquiry						
Follow-up						
Estimate or quote						
Purchase						



STAGE	WHAT THE CUSTOMER DOES	WHAT WE DO	WHO OWNS IT	TOOL OR SYSTEM	WHERE IT BREAKS	HOW WE FIX IT
Delivery						
Payment						
Review and repeat						

What is the single biggest leak in the journey?

What will you change first, and by when?