

Customer Journey Map + Moments That Matter

Map the customer experience from first contact to aftercare.

How to use

- Fill this out for your typical customer type.
- Identify ‘moments that matter’ — points where customers feel uncertain or stressed.
- Add a simple ‘what we do’ action to improve each moment.

Stage	Customer question/feeling	Risks (what goes wrong)	Our action/standard	Tools/templates
Awareness / first enquiry				
Discovery / site visit / consultation				
Quote & decision				
Pre-start planning				
Delivery / work in progress				
Completion & handover				
Aftercare / follow-up				

Top 5 moments that matter (prioritise)

Moment	What customers fear here	What we do to reduce stress