Customer Journey Map for Domestic Service

Consideration Decision Service Loyalty **Awareness** Phase #1 Phase #2 Phase #3 Phase #4 Phase #5

Customer Action

The customer realizes they need a service (e.g., plumbing repair, house cleaning).

Touchpoints

Social media ads, Google recommendations from friends/family, flyers, radio ads.

Emotions

unsure about who to trust.

Pain Points

Lack of knowledge about reputable service providers, overwhelming number of options.

Solutions

Provide clear and concise information about services. showcase customer reviews, offer free consultations or estimates.

Customer Action

Customer compares different service providers based on price, quality, and

Touchpoints

Company website, social media pages, comparison websites, customer testimonials, customer service chats. Emotions

Conflicted, cautious, interested in making the right choice.

Difficulty in comparing services and pricing, uncertainty about service quality.

Solutions

Solutions
Offer easy-to-read service
comparison charts,
transparent pricing, highlight
guarantees (e.g., satisfaction
guaranteed), and provide case
studies or before-and-after
photos.

Customer Action

The customer makes a decision to book a

Touchpoints

Service booking page, mobile app, customer service phone line, email confirmation.

Emotions

Relief, excitement, but still a little hesitant about service quality.

Pain Points

Complex booking process, unclear service details, hidden fees.

Solutions

Simplify the booking process, offer real-time customer support, provide detailed and clear service breakdowns, no hidden fees.

Customer Action

The service is provided (e.g., plumber arrives, house cleaning is done).

Touchpoints

Service personnel interaction, real-time updates (via SMS or app), feedback request during the service. Emotions

Anxious about quality and timeliness, hopeful that issues will be resolved

Delays, unprofessional service behavior, incomplete or poor service.

Solutions

Ensure timely service, trained and polite staff, follow-up with customers during the service to ensure satisfaction.

Customer Action

Customer reflects on the service experience and decides whether to continue using the provider or recommend them.

Post-service follow-up email, feedback forms, loyalty programs, promotional offers for future services. **Emotions**

Satisfaction if the service was good, disappointment if it wasn't up to standards.

No incentive to return or recommend, lack of engagement after service is completed.

Solutions

Provide loyalty discounts, ask for customer reviews, offer referral programs, follow up with customers to ensure satisfaction.