

# ABC WINDOWS & EXTERIORS

## Customer Journey Report

*A six-stage analysis of how homeowners find, evaluate, and choose [Client Name]*

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This report maps the end-to-end journey of [Client Name]'s target customer — homeowners in [Primary City], [City 2], [City 3], [City 4], [City 5], and surrounding [Region] communities. It begins from the moment a problem surfaces to the post-project referral loop. Each stage identifies what the customer needs, where they show up, and where friction creates risk or lost opportunity.

1

### Problem Awareness

*Passive discovery — no action taken yet*

The homeowner notices a problem but has not yet begun researching contractors. At this stage, the need is registering, but no action has been taken.

#### Common triggers

- Drafty windows, failed seals, or aging glass driving up energy costs
- Rotting, fading, or cracking siding affecting curb appeal
- Aging entry doors that look dated or perform poorly
- A neighbor's completed project that surfaces deferred maintenance
- Wildfire proximity or extreme weather conditions prompting interest in higher-performance materials

#### MARKETING IMPLICATION

Activity at this stage is passive. Social content, seasonal hooks, and SEO blog content are the right tools — not direct response advertising. The goal is to be present when the problem crystallizes, not to push a close.

## 2

### Research & Education

*Longest and most consequential stage*

The target audience is research-oriented and skeptical by default. They compare products, read reviews, and need to understand what they're buying before speaking to anyone.

#### Where they show up

- Google Search — primary paid and organic channel
- Client website — the homepage, showroom page, and top product pages are the most visited
- Yelp and Google reviews
- YouTube content
- Facebook and Instagram

#### What they need

- Education that reduces perceived risk
- Product explanations in plain language
- Social proof with specifics — named installers, named cities, named products
- They are not ready to buy. Pushing a close at this stage will lose them.

#### KEY DATA POINT

A 7% conversion rate against a ~50% bounce rate is strong for a high-ticket remodeling company. The content is working for visitors who engage.

## 3

### Vendor Evaluation

*3–5 contractors compared per project*

The homeowner has decided they're doing the project. The question is now who to hire. Review data consistently shows [Client Name] is one of several companies being evaluated — multiple reviewers explicitly mention comparing three to five contractors before choosing.

#### What differentiates [Client Name] at this stage

- No-pressure sales approach (cited repeatedly across reviews)
- Consultants who educate rather than push
- Showroom visit — multiple reviewers cite seeing samples in person as a deciding factor
- Full-time employee installers, cited by name in reviews

## Verified credentials

- [Primary installer certification] — highest-tier credential in the category
- [Third-party quality certification] — independent customer satisfaction validation
- [Relevant regulatory certification] — required certification for applicable project types
- [X] years in business · [X]+ projects completed in [Region]

### PRIMARY HOMEOWNER FEAR AT THIS STAGE

Choosing the wrong contractor and being stuck with poor workmanship. Both content and sales behavior need to directly address this — not with generic reassurances, but with specific proof: installer tenure, certification credentials, warranty terms, and named past projects.

## 4

### Conversion

*~30% close rate · 2–6 week average sales cycle*

The average sales cycle runs two to six weeks, depending on project complexity, financing considerations, and scheduling. The closing rate is approximately 30% — reasonable for a premium contractor, but improvable. Leads are responded to soon after inquiry, which is a genuine competitive advantage that must be protected operationally.

### Primary conversion points

- Website form submission
- Inbound phone call
- Showroom visit
- In-home consultation booking

### PRIMARY OBJECTION

Price is the most frequently cited barrier. The most effective lever for improving close rate is setting cost expectations earlier in the funnel — during Stage 2 and Stage 3 content — so the quote conversation starts with a pre-informed homeowner rather than a cold price shock.

## 5

### Installation & Delivery

*Where the brand promise is confirmed or broken*

Review data is consistent and specific about what customers value during the installation phase. This stage is where the brand promise is either confirmed or broken.

## What customers consistently praise

- Crews who are professional, respectful of the home, and clean up after themselves
- Proactive communication — confirmation the day before, text updates on the day of
- Work completed on time or ahead of schedule
- Named installers — customers remember specific people, which validates the full-time employee model
- [Relevant regulatory certification] — compliance confirmed before installation begins; a meaningful proof point for homeowners in established neighborhoods where older housing stock is common

### CONTENT AUDIT FLAG

Live site content, collateral, or paid ad copy referencing discontinued product lines should be audited and updated to prevent misaligned expectations entering the sales funnel.

6

## Post-Project & Referral

*Organic referral loop · documented repeat business*

[Client Name]'s post-project experience is a documented competitive differentiator. The referral loop is organic and active.

### Referral activity from review data

- Multiple customers mention neighbors contracting [Client Name] directly after seeing their results
- One customer reported two neighbors hired the company following her completed project
- Several reviews mention returning for a second or third project

### Post-project opportunities currently underused

- Review response quality is inconsistent — some responses use generic templated phrases that contradict brand voice guidelines and read as automated
- Long-term retention outreach, warranty service follow-up, and proactive new-project contact is evidenced by repeat customers but does not appear to be a structured marketing channel

## △ Critical Friction Points

*Prioritize in near-term marketing roadmap*

The following issues create measurable risk or lost opportunity across the journey and should be prioritized in the near-term marketing roadmap.

Friction point	Detail
<b>Price objection at Stage 4</b>	The #1 sales barrier hits cold at the quote stage when cost expectations have not been set earlier in the funnel. Stage 2 and Stage 3 content must do more work to normalize premium pricing before the consultation.
<b>Mobile conversion gap</b>	The majority of site traffic is mobile, but form fills and consultation bookings are typically the hardest conversion experiences on mobile. This represents a direct, measurable revenue leak that warrants a dedicated optimization effort.
<b>Generic review responses</b>	Several owner responses use templated phrases that contradict brand voice guidelines. At the exact moment a prospective customer is evaluating trust, generic responses undermine the credibility the review itself was building.

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[Client Name] · [client-website.com] · [Phone] · [Address]

*Prepared by [Your Agency Name] based on client brand guidelines, website analytics, customer journey research, and review analysis.*