Insurance Customer Journey Map

DIRECT CONNECTION
ADVERTISING & MARKETING

Pick one type of customer. Answer the three questions for each stage. Then fix the biggest gap first.

Our customer: _____

	STAGE 1 Awareness	STAGE 2 Consideration	STAGE 3 Quote	STAGE 4 Onboarding	STAGE 5 Service & Claims	STAGE 6 Renewal
What happens now? Emails, calls, pages, forms						
Where do they get stuck? Waiting, confusion, silence						
What will we fix? And who owns it						

Biggest gap to fix first: _____