

## FREE PRINTABLE SELF-ASSESSMENT

# Customer Journey Consistency Check

**Make the customer journey consistent, from first impression to repeat business.**

Use seven practical checks to review what customers experience, identify a gap and choose a useful first change.

## How to use this worksheet

- 1 Answer all seven questions based on what happens now, not what is planned.
- 2 Choose one answer for each: Yes, clearly = 0; Partly / unsure = 1; No = 2.
- 3 Add the seven points on page 4 and calculate your Consistency Score.
- 4 Prioritise up to three non-zero answers: highest points first. For tied answers, use question order (1 before 2, and so on).
- 5 Use the suggested actions and real customer evidence to write your next steps.

## YOUR DETAILS

Business: \_\_\_\_\_ Date: \_\_\_\_\_

Website / public profile: \_\_\_\_\_

This is a self-assessment. It does not prove lost enquiries or revenue, and does not guarantee leads, rankings, sales or business results.

# First impressions and a clear next step

## 1. Visibility

**Can the right customer find your business when they search for the service you provide?**

Why: If your service and location are unclear, a suitable customer may never reach your website or profile.

First action: Make your core service, service area and page titles clear and consistent.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

## 2. Trust

**Do your Google profile, reviews and business details look current and cared for?**

Why: Outdated details, thin profile copy or unanswered reviews can weaken confidence before a customer contacts you.

First action: Check business facts, reply to genuine reviews and refresh useful profile information.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

## 3. Website clarity

**Does your website explain the same offer and expectations as your advertising and sales conversations?**

Why: A vague first screen makes it harder for the right visitor to decide whether the business fits their need.

First action: Put one plain-English service promise and supporting trust signal near the top of the page.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

## 4. Enquiry path

**Is there one obvious way to enquire on every important page, including on a phone?**

Why: Competing buttons, broken forms or hard-to-find contact details add friction at the moment a customer is ready.

First action: Choose one primary enquiry action and test the full path on mobile.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

# Consistent follow-up and delivery

## 5. Response

**Does every suitable enquiry receive a useful first response within a clear business timeframe?**

Why: A delayed or vague first response can lose momentum while the customer is still comparing options.

First action: Set a response standard and prepare a useful first-reply template for common enquiries.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

## 6. Follow-up

**Is there a defined, respectful follow-up when a suitable lead goes quiet?**

Why: Without a next step, legitimate opportunities can disappear simply because nobody follows up.

First action: Define one helpful follow-up, its timing and the point where contact stops.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

## 7. Conversion and retention

**Can you see which enquiries become booked work, whether delivery matches the promise and what happens after delivery?**

Why: Without simple stage and outcome tracking, good opportunities can stall and completed work can end without feedback or a clear next step.

First action: Track source, stage and outcome, then add a permission-based feedback and repeat-service step.

☐ YES, CLEARLY (0)

☐ PARTLY / UNSURE (1)

☐ NO (2)

Evidence / note: \_\_\_\_\_

## Check the evidence

Use real enquiries, response times, customer feedback and outcomes to check your answers. The score shows how you assessed the journey; it does not establish actual lost revenue or prove a business result.

# Your score and three practical next steps

### Question points

1: \_\_\_\_ 2: \_\_\_\_ 3: \_\_\_\_ 4: \_\_\_\_ 5: \_\_\_\_ 6: \_\_\_\_ 7: \_\_\_\_

**TOTAL POINTS:** \_\_\_\_ / 14

**CONSISTENCY SCORE:**  $\text{round}(((14 - \text{POINTS}) / 14) \times 100) = \text{____} / 100$

Round to the nearest whole number. Higher scores mean stronger consistency.

**80-100**

Strong foundations

**60-79**

A few consistency gaps

**35-59**

Several customer-journey gaps

**0-34**

Priority gaps to fix

Choose up to three answers scored 1 or 2, highest score first. If scores tie, use question order. If all answers are 0, keep checking the evidence; a human review is optional.

### 1. Question / first action:

Owner / timing:

Evidence to check:

### 2. Question / first action:

Owner / timing:

Evidence to check:

### 3. Question / first action:

Owner / timing:

Evidence to check:

## A useful next step

Complete the online Customer Journey Consistency Check:

[consistentmarketing.com.au/growth-audit?ref=worksheet-download](https://consistentmarketing.com.au/growth-audit?ref=worksheet-download)

**Optional human next step: Customer Journey Alignment Review**

[consistentmarketing.com.au/customer-journey-review](https://consistentmarketing.com.au/customer-journey-review)

Contact opens a reviewed email draft. Nothing sends automatically.