

Customer Journey Map

Redstone Civil Pty Ltd

The 7-Stage NQ Contractor Customer Journey

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Journey Overview	Stage Detail ×7	Dual Canvas	Key Takeaways
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■ 7-stage customer journey — from portal search to panel renewal

This map shows the full procurement journey of a Tier 1 NQ head contractor procurement manager from first search through to advocacy. Each stage identifies what the procurement manager is doing, the priority action Redstone Civil must take, the signature content piece required, and which BMC blocks are activated. The Dual Canvas Partnership section shows how the two businesses' models interlock.

WORD COUNT SUMMARY			
Part 1	Journey Timeline Overview — 7 stages condensed	60	7.2%
Part 2	Stage Detail Cards — all 7 stages full analysis	610	73.5%
Part 3	Dual Canvas Partnership — mutual dependency	100	12.0%
Part 4	Key Takeaways — priority actions summary	60	7.2%
TOTAL		830	100%

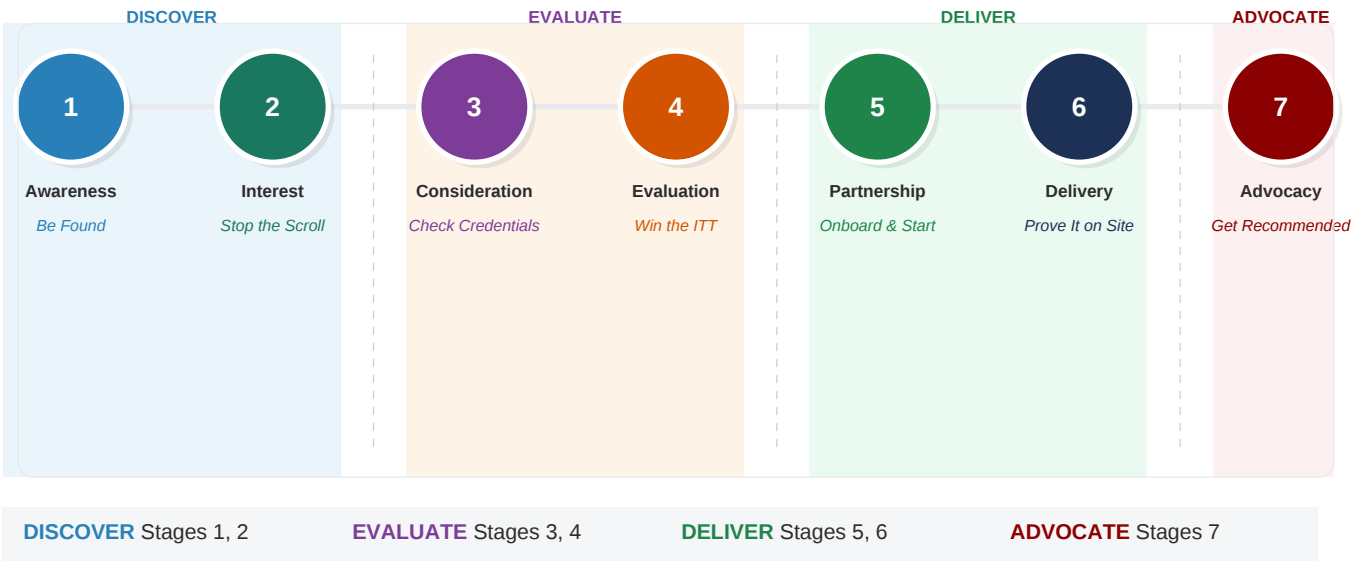
CONTENTS		
Part 1	Journey Timeline Overview	Full-colour 7-node horizontal flow — all stage names and phases
Part 2	Stage Detail Cards	7 stages · PM context · Priority action · Signature content · Channels · BMC
Part 3	Dual Canvas Partnership	How Redstone Civil and Tier 1 head contractor BMCs interlock
Part 4	Key Takeaways	Priority content actions ranked by journey stage — what to build first

1
PART

Journey Timeline Overview

The 7 stages from first portal search to panel renewal

Read left to right — Awareness through Advocacy. Each coloured node represents a stage in the procurement manager's journey. The three phases (DISCOVER · EVALUATE · DELIVER & ADVOCATE) group the stages by the type of interaction required.



2PART

Stage-by-Stage Detail

All 7 stages · PM context · Priority action · Signature content · BMC blocks

Each card shows what the procurement manager is doing at that stage, the single most important action Redstone Civil must take, the signature content piece required, and which Business Model Canvas blocks are activated.

1

Awareness

— Be Found

● PROCUREMENT MANAGER

Searching portals (CQMS Raize, VendorPanel) or asking site engineers: "Who has a 20T excavator and grader available in Townsville next month?" Looking for local plant capacity to fill a gap in their upcoming program.

→ PRIORITY ACTION

Ensure visible exactly where Tier 1 estimators are looking — clearly listing owned plant (CAT 320 GC, CAT 12M3 Grader) and direct-crew model so Redstone Civil shows up in filtered searches.

★ SIGNATURE CONTENT

"Redstone Civil: NQ Fleet & Plant Register"

· Digital Profile Optimization — LinkedIn & Portals

Channels:

LinkedIn search · Google Business Profile · Portal search

BMC blocks:

Channels · Customer Segments

2

Interest

— Stop the Scroll

● PROCUREMENT MANAGER

Sees Redstone Civil isn't just a dry-hire shop or one-man band. Real iron, a direct crew of 6–15, and a track record of beating schedules on local NQ projects (Bohle Plains, Jensen Drainage).

→ PRIORITY ACTION

Provide a sharp, professionally designed document that proves capacity, lists previous NQ project successes, and clearly states the "no subcontractors" advantage that eliminates delivery risk.

★ SIGNATURE CONTENT

"Redstone Civil Capability Statement 2026"

· PDF Document

Channels:

LinkedIn profile · GBP listing · Company website

BMC blocks:

Value Propositions · Customer Relationships



7

Advocacy

— Get Recommended

● PROCUREMENT MANAGER

Converting a satisfied client into a referral source and panel renewal — leveraging the successful handover to secure a spot on the preferred supplier panel for the next stage or next NQ tender.

→ PRIORITY ACTION

Don't just pack up the gear and leave. Send a formal project close-out email requesting a reference letter and confirming rates for the next package of work to lock in repeat business.

★ SIGNATURE CONTENT

"Tier 1 Project Close-Out & Reference Request"

· Email Template

Channels:

LinkedIn recommendations · Reference letters · Panel renewal

BMC blocks:

Customer Relationships · Key Partners · Revenue Streams

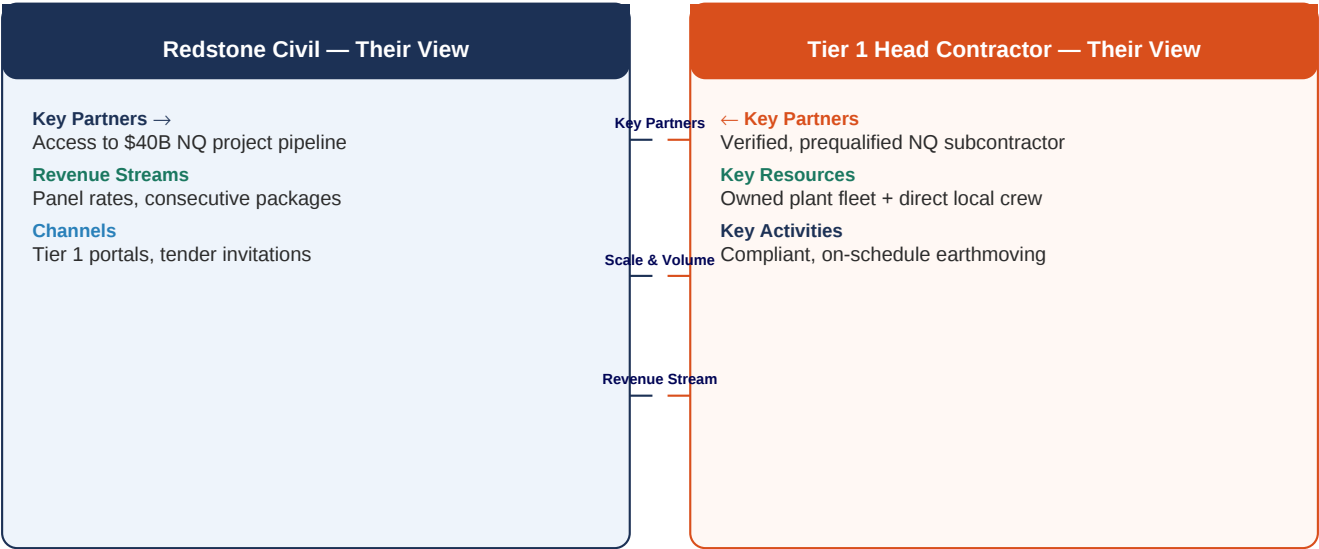
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PART

Dual Canvas Partnership

How the two business models interlock through Key Partners

When Redstone Civil successfully targets a Tier 1 contractor, the two businesses' BMCs lock together. This mutual dependency is the commercial foundation of the entire 7-stage journey.



Redstone relies on the head contractor (BMD, John Holland) as a Key Partner to provide access to the \$40B NQ pipeline — projects a \$5M business cannot win directly, creating a stable, high-volume Revenue Stream. In return, the head contractor places Redstone Civil in their own Key Partners block: they rely on Redstone's Key Resources (owned heavy plant and local, direct workforce) and Key Activities (compliant, on-schedule earthmoving) to execute the physical work, directly protecting the head contractor's Customer Relationship with TMR or NQ Water. Redstone needs the scale of the Tier 1; the Tier 1 needs the reliable, risk-free execution of Redstone to deliver the programme on time.

4

PART

Key Takeaways

Priority content actions — what to build first to unlock the most stages



Stage 3 first — WHS Compliance Pack unlocks everything above it
Without formal WHS documentation, Redstone Civil will be rejected at Stage 3 (Consideration) by every Tier 1 portal. Fixing this single gap makes Stages 4, 5, and 6 accessible. Build the Integrated WHS & Compliance Pack before any other content.



Stage 2 next — Capability Statement converts interest to evaluation
Once compliance is cleared, the Capability Statement is the document that moves a procurement manager from Stage 2 (Interest) to Stage 4 (Evaluation). Named project outcomes (\$620K Bohle Plains, \$390K Jensen Drainage, \$280K Mount Louisa) with specific results are essential.



Stage 1 foundations — digital visibility is a prerequisite for discovery
Redstone Civil must appear where Tier 1 estimators search: LinkedIn All-Star profile, Google Business Profile, and CQMS Raize/VendorPanel/Felix registrations with current plant specifications. Without Stage 1 presence, no journey begins.



Stage 7 is the multiplier — systematise close-outs to build the panel
Every completed project that ends without a formal reference request and panel nomination leaves advocacy value on the table. The Stage 7 close-out email template converts one successful delivery into the next opportunity — the highest-leverage action in the entire journey.