

# Freelance Customer Journey Mapping Scope Clarification

Date: [Insert Date]

Client Name: [Insert Client Name]

Client Address: [Insert Client Address]

Dear [Client Name],

I hope this message finds you well. As we move forward with the customer journey mapping project, I wanted to clarify the scope to ensure alignment on expectations and deliverables.

## Scope of Work

- Understanding your existing customer personas.
- Identifying key customer touchpoints.
- Mapping out the customer journey stages.
- Conducting interviews or surveys with selected customers (if applicable).
- Providing a final report with insights and recommendations.

## Timeline

The projected timeline for this project is [Insert Start Date] to [Insert End Date].

## Deliverables

- A detailed customer journey map.
- Insights report on customer experiences.
- Recommendations for improving customer touchpoints.

Please review the above details and let me know if there are any adjustments or additional points you would like to discuss.

Looking forward to your feedback.

Best regards,

[Your Name]

[Your Contact Information]