

Customer Journey Mapping Overview

Date: [Insert Date]

Dear [Recipient's Name],

I hope this message finds you well. As we continue to enhance our services and improve customer satisfaction, we are initiating a customer journey mapping project.

The purpose of this project is to better understand our customers' experiences and identify areas for improvement. We will be collecting insights from various touchpoints, including:

- Awareness
- Consideration
- Purchase
- Retention
- Advocacy

Your input and feedback are crucial to this initiative, and we would greatly appreciate your participation. We will be scheduling workshops and interviews in the coming weeks, and we encourage you to share your experiences and suggestions.

Thank you for your continued support and collaboration.

Sincerely,

[Your Name]

[Your Position]

[Your Company]