



Hi Team,

We've been invited to our customer journey mapping workshop to lead your department during this very important exercise.

If you're not familiar, a customer journey map is a visualize representation of what our customers experience when doing business with us from beginning to end. We'll be getting together for the day to outline the journey of a new customer that does business with us here at **[your company name]**.

We will come together to intimately understand our customer experience and find ways to improve it to grow the business. This is very important to me because we must be continuously focused on the customer experience regardless of our performance standards today.

We will be hosting the workshop on **[date + arrival/end time]** at **[location name]**. We will be divided into teams. Below is who is on each team.

Team #1: name, name, name, name

Team #2: name, name, name, name

Team #3: name, name, name, name

Thank you.

[Your name].

Signature