

# Customer Experience Consulting Project Proposal

**Client:** [Client Organization Name]

**Consultant:** [Your Consultancy Name]

**Date:** [Proposal Date]

## 1. Project Overview

This document outlines a proposal for Customer Experience Consulting, aimed at improving the way [Client Organization Name] engages with its customers. The goal is to deliver actionable insights and strategies to enhance customer satisfaction, loyalty, and advocacy across all touchpoints.

## 2. Objectives

- Assess the current customer experience across all channels.
- Identify key areas of improvement.
- Develop an actionable roadmap and initiatives.
- Foster a customer-centric culture within the organization.

## 3. Proposed Approach

- Discovery & Assessment (workshops, analysis, and interviews)
- Customer Journey Mapping
- Gap Analysis & Recommendations
- Implementation Roadmap Development
- Knowledge Transfer & Training Sessions

## 4. Project Timeline

Phase	Duration	Key Activities
Discovery & Assessment	Weeks 1-2	Stakeholder workshops, data gathering
Journey Mapping	Weeks 3-4	Map, analyze, and validate customer journeys
Roadmap & Recommendations	Weeks 5-6	Gap analysis, strategy development
Knowledge Transfer	Week 7	Training & final presentations

## 5. Deliverables

- Customer Experience Assessment Report
- Customer Journey Maps
- Actionable Roadmap & Recommendations
- Final Presentation and Knowledge Transfer Session

## 6. Fees & Terms

**Total Project Fee:** [Fee Amount]

**Payment Terms:** [e.g. 50% upon commencement, 50% upon completion]

**Validity:** This proposal is valid for 30 days from the date of issue.

## 7. Acceptance

If you wish to proceed, please confirm acceptance by signing below.

---

**Authorized Signature**

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