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Customer journey

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This section focuses on how you can tailor your service to the needs of your 50+ customers and help them select realistic work options and secure sustainable employment.

You may be required by your organisation to offer part or all of your service to an age-diverse group or solely to customers that are aged 50+. But whichever support contract your organisation delivers, it will contain similar elements to this basic customer journey model.

[+ Flowchart of typical customer journey](#)

You need to give information and advice to your customers throughout their journey and help them cope with change as they progress. Ensure you build in review processes at the various stages of the journey.

Experienced practitioners working with 50+ customers have indicated that:

- the journey must be customer-centred (enabling the customer to make the decisions)
- the process must be clearly described at the outset so your customers know and agree with what is happening and when, and what is expected of them.

You have a critical role in helping your customers make informed choices about their return to work. You may find this checklist of action points helpful.

The customer journey: checklist

Disclaimer

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