

Employee Scheduling is More Important to Revenue Than You Think



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Introduction

Only one-third of full-time workers in the U.S. feel they have a strong work-life balance, and over time this frustration can have a serious impact on your workforce—and ultimately your revenue.

But on the other hand, when employees feel their time and skills are used effectively, employers reap the benefits. Employees who use their strengths every day are 15% less likely to quit, three times more likely to report having an excellent quality of life, and six times more likely to be engaged at work. Efficient scheduling that takes advantage of employees' strengths can have a remarkable effect on the workforce, leading to happier, healthier employees, fewer unexpected absences, reduced turnover, and better morale—all of which adds up to a healthier bottom line.

Striking a balance between customers' and employees' needs

Not many businesses can function on a 9 a.m. - 5 p.m. schedule, particularly in today's business environment. Especially for companies that depend on managing a mobile workforce, creating these dynamic schedules on the fly can be a huge pain point. Getting multiple employees—with different experience and qualifications—to the right customer locations throughout the day or night can create a huge headache for employers and employees alike.

As a result, businesses sink time, money, and resources into improving their scheduling operations to please customers. Many businesses make these efforts with revenue in mind, but without considering that employee satisfaction itself has a huge impact on revenue. When your employees define your business and drive revenue, it's worth your time to think through how scheduling systems and processes affect your employees.



Employee work-life balance

A poor work-life balance can manifest itself in all sorts of ways: premature burnout, impatience with supervisors, unexpected absences, and even poor interactions with customers.

CareerBuilder found that 40% of employees who call in “sick” aren’t actually sick. They may have an appointment to attend, errands to run, or plans with family and friends. While this may seem like an isolated issue, there’s usually an underlying reason that affects more than just the one employee. Perhaps the employee requested time off and couldn’t get it, or they were afraid to ask in the first place. Maybe the schedule is so inflexible they they knew the only way to get time off was to call in unexpectedly.

When these problems compound, employees call off out of the blue, which costs the company money and facilitates mistrust between the employer and employees. One other side effect—and the one that has the greatest cost for companies—is a cycle of unpredictability that can end with the employee quitting or being dismissed.

When it comes to revenue, the cost of this turnover is astronomical: For employees earning less than \$30,000 a year, you can expect to lose \$4,800 (in lost productivity, hiring and training costs, and other expenses) for each one who walks away from the job. For employees earning \$75,000 annually, you’ll lose \$15,000 or more.

Reducing turnover and building trust between employers and employees requires a focus on work-life balance. In an unstable environment where this balance isn't well-defined, one unexpected "sick day" can upend the entire operation. But with a strong scheduling process, everything is different:

- **For managers and administrators**, appointments can be shifted and resources can be reallocated so customers don't see any interruption in service when employee schedules change.
- **For employees**, it becomes far simpler and less stressful to request and receive scheduling needs that allow them to balance professional and personal priorities.
- **For companies**, everyone benefits from better employee satisfaction, decreased turnover, and decreased costs associated with employee transitions.

In order to find the right work-life balance, especially with a mobile workforce, you need to find a scheduling system that intelligently incorporates and prioritizes employee needs in relation to customer service requests. Make sure you find a tool that gives you the metrics you need to be most efficient and the flexibility you need to accommodate what employees want.



Employee satisfaction and its business impact

“ Most of us are still afraid of accepting the notion that ‘feelings’ belong in the workplace. While we’re wired for experiencing positive emotions in romantic relationships, and at home with our spouses and children, the workplace is where we hide our true emotions. Just grin and bear it when stress or conflict comes knocking, right? Wrong.”

- Marcel Schwantes, [Inc.com](#)

The idea that “emotions belong at home” doesn’t work in the modern workplace. It’s just as important for employees to be satisfied at work as it is for them to be satisfied at home. Employees who can safely share stress, scheduling conflicts, and other work-related issues with their manager are significantly more satisfied than those who have to “grin and bear it.”

Positive work cultures are far more productive than negative work cultures, and this positivity translates to profits. Managers who foster connections, show empathy, go out of their way to help their employees, and are receptive to the problems of their workers will enjoy happy workers and all the benefits—monetary and otherwise—that come with them.

After all, the happier your team is, the more they’re willing to do for you and your customers. The more satisfied your customers are, the more your revenue increases.

Employee recruiting and retention

What your employees have to say about your business is now a matter of public record. With the advent of websites like GlassDoor, Great Place to Work, and Indeed, potential employees can see what current and former employees have to say, and they can evaluate your company before they ever submit a résumé.

With a simple review, your current employees can steer amazing candidates to your company—or send them running in the opposite direction.

With positive employee experiences (which are then shared with a larger audience), you can rely less on the expensive recruiting process. Depending on your industry, the cost of attracting one new hire can be \$5,000 or more, not including the money and productivity lost when the last employee left.

A positive workplace culture draws in qualified candidates, reducing the amount you have to spend to go out and find people. When current employees rave about their experiences working for your company, people will take notice—and you don't have to spend all your hard-earned cash searching for them.

Businesses that prioritize employee scheduling see the benefits in multiple areas:

- **Higher retention** due to greater work-life balance and employee satisfaction
- **More efficient recruiting** as a result of positive employee sentiment
- **More qualified and competitive candidates** because of a strong employer brand that attracts top talent

Employee utilization and engagement



Effective scheduling means you can direct employees to where they're most needed based on skills, certifications, and availability. For example, a home healthcare provider can send their most skilled workers to the most complex appointments, while sending newer employees to routine appointments.

This kind of thoughtful scheduling allows for a learning curve and ongoing employee development, while still ensuring each client receives high-quality care. It helps match employees with jobs where they will excel and allows employees to shine within their own unique skill set.

When employees feel that they're being put where they're most needed, they engage more with their role. They're proud of their work. And this pride certainly translates to the bottom line: organizations with highly engaged employees see 2.3 times greater revenue growth than companies whose employees are engaged at an average level.



Customer Service

Customer service is the cornerstone of your success, and when done correctly, it can be a true competitive advantage. But when it's done poorly, it sets you apart in all the wrong ways: a whopping 82% of customers will stop doing business with a company altogether after a poor customer service experience.

The key to improving the customer experience is to focus on the employee experience first. Happy employees are calm, in control of their day, and equipped to deliver service and solve problems for customers. When employees project confidence and empathy to customers, they build stronger customer relationships, which leads to an average sales increase of 20%.

Effective employee scheduling makes for happy employees. Happy employees make for happy customers. And happy customers have a huge impact on your company's profits.

The revenue case for your business

Most of the metrics we've discussed so far are soft metrics: the aspects of your business that are incredibly important to your success, but incredibly difficult to quantify. For example, something like "employee satisfaction" may have a number associated with it—often from a voluntary internal survey—but it's hard to quantify exactly the impact it had on your profits in a given year.

There are also "hard metrics" associated with employee scheduling, including:

- **Travel time:** How much time employees do employees spend traveling to and from appointments? What is the total cost of one extra hour of travel per employee per week? (Think about gas, wear-and-tear on company vehicles, lost time, etc.)
- **Downtime:** How much time do employees spend waiting to be assigned a new appointment, waiting for necessary information, or otherwise not performing revenue-generating activities? What is the total cost of one extra hour of downtime per employee per week?
- **Missed appointments:** What is the cost of canceling an appointment and rescheduling it for another day? What is the total cost of one missed appointment? How many missed appointments lead to lost customers?
- **Appointment volume:** How many customers can one employee serve in a standard workday? What is the total difference between our highest-volume employee and lowest-volume employee? What is the median number of daily or weekly appointments?

These considerations—and the costs that come with them—are different for every company. Take some time to run the numbers on travel time, downtime, missed appointments, and other scheduling-related data points so you know where you have room to improve.

The bottom line

The challenges of scheduling a team of mobile workers are many and varied. It's not enough to put someone on the schedule and expect them to be able to accommodate; instead, it's crucial to get employee input, understand the variables, and create something that works well for employer and employees alike.

Today's employees are searching for a better work-life balance, more flexibility in their schedule, and a team that they can fully engage with. They're willing to sacrifice a higher salary for happiness, and they want to feel like they've been heard.

Scheduling matters to employees, and what drives your employees also drives your business. Do it properly, and you'll provide your workers a great work-life balance, reap the benefits of stellar employee engagement, and rake in extra profits. Do it poorly, and you'll suffer the consequences of increased employee turnover, expensive recruitment, and inferior customer service.

Efficient employee scheduling can improve a business's revenue by enhancing work-life balance, employee satisfaction, employee retention, recruiting, employee engagement, and customer service. The sooner you take advantage of an intelligent scheduling system, the sooner your company can reap these benefits.

For help choosing the right scheduling tool for your business, download our evaluation guide for mobile workforce management systems!

Skedulo

Founded in 2013, Skedulo is headquartered in San Francisco with offices in Australia, Vietnam, and the United Kingdom. Skedulo's leading Deskless Productivity Cloud solution powered by AI and machine learning empowers organizations to manage, engage and analyze their deskless workforce, supporting the 80% of global workers who don't work in a traditional office setting.

Skedulo's platform helps enterprises intelligently manage, schedule, dispatch, and support deskless workers on the go, whether they are in fixed location facilities or mobile field workers on the frontline. Skedulo has enabled hundreds of organizations, including The American Red Cross, DHL, and Sunrun, to seamlessly schedule and service over 5 million appointments worldwide.

The company has secured more than \$40 million in funding to date, led by M12, Costanoa Ventures, and Blackbird. For more information, please visit www.skedulo.com, or our [blog](#), [@Skedulo](#), [Facebook](#), and [LinkedIn](#) pages.

Skedulo HQ

San Francisco, CA
855 753 3856

London, UK
+44 7780 437404

Brisbane, QLD
1300 558 801

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