

### 1. Analyze current shop capacity and customer demand data to assess need for extended hours.

- Start by grounding your decision in objective data to ensure there is a real need for extended service availability.

### 2. Survey customers on preferred service times and research competitor hours to gauge market expectations.

- Gather direct feedback from your clientele and competitive intel to understand what service hours the market demands.

### 3. Form a team of service managers, advisors, and technicians to collaborate on designing new shift schedules.

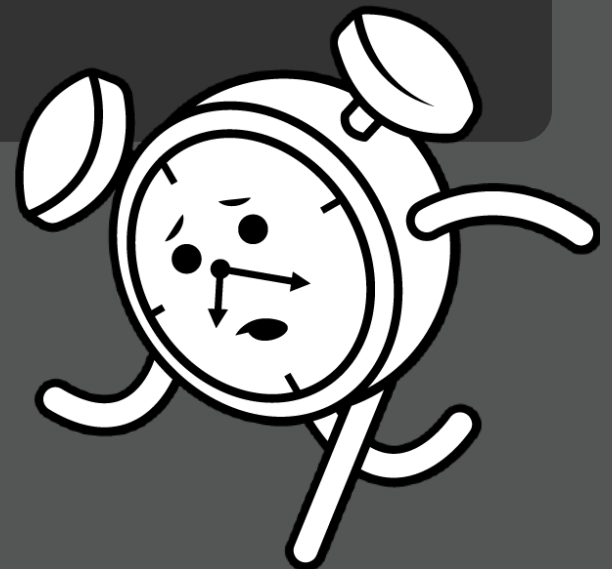
- Engage a cross-functional team to tap their frontline insights and secure buy-in for any schedule changes.

### 4. Consider compressed 4-10s or 3-13s shifts, night crews, and staggered start times to cover additional hours.

- Get creative with scheduling options that extend total coverage hours without excessively burdening individual staff.

### 5. Create a detailed plan documenting new operating hours, team rotations, contingency policies and roll-out timeline.

- Develop a comprehensive implementation plan to keep all staff aligned and accountable through the changes.



**6. Train staff on updated schedules, procedures and customer service practices related to extended hours.**

- Provide ample training on new policies and expectations to ensure service quality remains high with new hours.

**7. Update website, social media, business listings and phone messaging to reflect expanded service availability.**

- Maximize awareness of your extended hours by updating all customer-facing communications channels consistently.

**8. Launch multi-channel marketing campaigns promoting the new convenient hours to current and prospective customers.**

- Proactively market your new service convenience through targeted outreach to both retain and attract clientele.

**9. Monitor customer traffic, appointment volume, staff productivity and satisfaction in the initial months post roll-out.**

- Keep a pulse on key performance indicators to gauge the impact of extended hours and identify improvement areas.

**10. Engage staff for continuous improvement ideas and refine shift schedules based on data to optimize extended hours.**

- Treat your extended hours model as an evolving work in progress by soliciting ongoing staff input and making data-based refinements.

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