



GUIDE:

How to Weather the Challenges Facing Seasonal Businesses

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Many organizations across a multitude of different industries frequently experience upticks in seasonal business, but it can be especially common in industries like snow removal, landscaping, pool construction/maintenance, and HVAC. However, no matter your sector, having a plan in place and being prepared to handle the demand increases that come with seasonal business is key to running a smooth operation. From allowing you to efficiently distribute workloads and know which aspects of your operations will be busier than usual to helping reduce high turnover rates, being prepared is essential.



Benefits of Preparing for Increased Business Prior to Busy Seasons

Knowing that an increase in demand is likely to be expected during a certain period, a plan of action is a necessary pre-seasonal lift in volume and service requests. In doing this, you'll receive benefits like being better equipped to provide more efficient service to your customers, which will in turn make them happier and more willing to continue business with you. You'll also be able to get a better understanding of what additional resources you may need to take care of the increased demand.



Preparation helps employees stay all on the same page and enhances versatility in your workforce. In crafting a plan ahead of time, staff know better what to potentially expect, which can also help prevent them from experiencing any feelings of pressure or being overwhelmed in the moment. With set expectations, a plan to manage increased inventory and service requests, and the right number of personnel to execute the plan, you can ensure your organization remains as productive and profitable as possible during its busiest quarters.

Impact of Poor Planning for Busy Seasons

Not having an adequate plan for your increased seasonal business is a potential disaster waiting to happen. If insufficiently prepared, your business could risk low customer satisfaction, high employee turnover rates, and an inability to retain customers, all of which have detrimental impacts on your business's profitability. Plus, customers tend to remember previous negative interactions with a business far more than they do positive ones. If not equipped to handle their increases in requests as efficiently as your competition, you could risk losing them during the next busy season.

Knowing where your budget needs to be in terms of financing additional equipment prior to a busy season is another large part of an effective seasonal business plan. If you don't have a clear understanding of what the additional resources needed may be or are reluctant to acquire them in advance, you could be behind in terms of being able to provide the best service possible to your customers.

Three Tips to Improve Your Company's Seasonal Business Plan

Here is some valuable information on how to improve your company's seasonal business process before, during, and after each season.

✓ How to Improve Service and Efficiency Before a Busy Season

Try to get a strong assessment of what specific aspects of your business will be the busiest ahead of time. You can draw on data from years prior or data about sales from previous quarters to help get an effective idea of what to expect during your busy season. Use this information to help your administrators and business leaders craft and execute a plan that maximizes your available resources and allows you to direct them with ease when the time comes.

✓ How to Improve Service and Efficiency During a Busy Season

During your busiest months, it's important to make sure your workforce is allocated effectively and that you have a protocol in place to distribute workloads evenly. Knowing what kinds of service your customers are likely to need makes it easier to anticipate their requests and more quickly dispatch your workers to service them. If you need to hire additional staff on a strictly seasonal basis to take care of the increased demand, it's wise to do so. This, coupled with using a field management solution to effectively coordinate your workforce helps you provide customers with more timely, accurate assistance.

✓ How to Improve Service and Efficiency After a Busy Season

Learn from your business practices and collect data by conducting surveys both internally and externally. Vital information from both employees and customers helps you identify what resources or parts of your business might require additional attention. Feedback about service quality from your customers can also help you better understand what's working well in your workforce and how you can continuously optimize your customers' experiences. Implement some of the things your customers are requesting (as well as new strategies of your own) to help better prepare your business in advance of next season and position your organization for a truly successful operation both now and in the future.

How to Measure Seasonal Business's Impact on Productivity & Profitability

Seasonal business has a significant impact on your workforce's overall annual productivity and profitability. Despite slower times of the year that might be earlier or later than expected, preparing for increased seasonal business even helps you stay more productive and in tune year-round.

"Seasonal businesses need to survive fluctuations between their short-yet-busy times of the year versus other times," said AnnaMaria Turano, Actsoft's Chief Marketing Officer. "To be successful, a seasonal business must anticipate and address challenges such as staff recruitment, weather emergencies, and inventory management while needing to maintain a stable cash flow throughout the year. Workforce management solutions can help these unique businesses prepare for – and prosper during – the highs and lows of their business cycle."



According to a [Gallup poll \(State of the Global Workplace: 2022 Report\)](#), just 21% of workers are truly engaged at work. Especially in the context of high seasonal business, if your employees in the field aren't completely engaged and focused on providing the best service to your customers, your business will suffer.

Ensure everyone in your workforce is updated on and engaged with your seasonal business policies to help enrich productivity and your internal culture. Productive employees are fulfilled employees that are generally happier in their roles; use the information in this how-to guide to help your organization take on busy seasons with ease, optimize your employee engagement, and gain greater success.

Need a solution to help you more effectively coordinate your mobile workforce?

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Sources:

<https://www.gallup.com/workplace/349484/state-of-the-global-workplace-2022-report>.