

Wonolo

Guide to Seasonality Workbook



Introduction

Many businesses experience seasonality that impacts planning, staffing, and income in big ways. Florists may wait all year for Mother's Day, while a swimwear retailer may be waiting for Memorial Day. Meanwhile, a gift retailer may be waiting for Black Friday - one of the biggest shopping days of the year. If seasonality is here for your business, we have the blueprint to helping you to navigate it successfully.

At Wonolo, we connect temporary workers with businesses that need extra help every day. Over the years, we've gained unique insight into the busy times for all types of industries and know what to do when demand suddenly spikes. That's why we put together this guided seasonality workbook. We know about your peak season and what it takes to come out on top. Here are the steps your business should be taking for smooth operations and high production during crunch time.

Start Filling Jobs

Review last year's trends

- Take a look at inventory volume, when it arrived, and how quickly it moved off the shelves.
- Compare historical staffing needs to your projections for this season so you can staff appropriately.

Start posting jobs

- Once you know what roles you must fill, start sourcing high-quality workers right away. For added success, try complementing your traditional staffing efforts with a platform like [Wonolo](#).

Engage at least 20% more workers than you think you'll need

- This will account for no-shows and possible turnover.

Set Workers Up for Success

Onboarding

- Integrate new workers with more experienced team members whenever possible.
- Provide onboarding in small groups.
- Be consistent with communication by avoiding multiple people training new workers on a one-off basis, as this can lead to inconsistencies with the material presented.

Ensure workers have a clear understanding of procedures

- Answer any questions about daily schedules, job responsibilities, and best communication practices.
- Demonstrate clocking in and any other computer systems that are in place.
- Show workers the layout of where they are working. They should know where to find extra supplies, how to locate the bathroom, and if there are any areas off limits.

Execute!

Maintain high morale on your team. Here are some tips from successful companies:

- Share your company values. Be clear and specific.
 - Some examples: Trust, respect, honesty, kindness, having a good attitude, and being excited to learn.
- Show appreciation for everyone's hard work, particularly when individuals embody your company values.
 - Some ideas: Write a note, give a shout out in a huddle or meeting, or bring a treat for your workforce.

Provide regular feedback

Example Areas of Feedback:

- Efficiency metrics
- Customer satisfaction scores
- Qualitative reports from peers or managers
- One thing to stop, one thing to start, one thing to keep doing

Solicit feedback

- Encourage workers ask any questions or speak up if something isn't working. If they feel they can come to you, you'll be able to resolve any issues that arise while they're still small.

Tips for Success:

Keep lines of communication open about their potential future at the company. You may want one or more workers to join your company on a longer-term basis or to contract with them again when other projects arise. If you're using Wonolo, we can help you convert a worker from contractor to employee. If you're using a traditional staffing agency, you will have to go through the process of hiring them and complete the paperwork yourself.

After Peak:

Post-holiday recovery

- Plan to keep some workers on as you may see an increase in returns after a big seasonal rush. This will allow you to maintain high levels of customer service, even though the peak buying period may be over.

Make offers for full-time employment

- If you have full-time roles you are looking to fill, it is beneficial to take a look at your talent pool and make offers to qualified individuals now.

Contact Wonolo to convert workers into employees

- If you're using Wonolo, we can help you seamlessly make the conversion from temporary workers into full-time employees.

Who do you want to hire as a full-time employee?

- 1.
- 2.
- 3.

Perform a post-mortem

- What worked? What didn't? Why? It's important you have a deep understanding of why you achieved, or more importantly, didn't achieve your targets. Check out our post-mortem section for questions to help you with this process.

Post-Mortem

Thoroughly assess everything that went well during your busy period and everything that you want to improve for next year. Now is the time to write down everything you want to do, when it is fresh in your mind. Refine your playbook for next year (or season) now to get a jump-start on the competition.

What were your biggest successes?

What were your biggest failures?

What do you want to focus on improving for next season?

What products or product lines were most popular? Least?

Post-Mortem

What products or product lines had the highest profit margin? Lowest?

What products or ideas did you admire from a competitor? Do you plan to pursue something similar, why or why not?

About Wonolo

Wonolo is an on-demand job marketplace that has connected over one million workers (“Wonoloers”) to retail, manufacturing, hospitality, and other types of hourly and flat-rate jobs posted by thousands of businesses across the United States. Wonolo is on a mission to make work flexible and fulfilling for everyone, while enabling businesses to efficiently fill local job opportunities.

For more information, visit www.wonolo.com.