Year

The New Weekend Coverage Playbook

The Facts of a Service Business:

Customers don’t stop calling on the weekend.

Very few technicians *love* working on-call.

Third party firms are expensive.

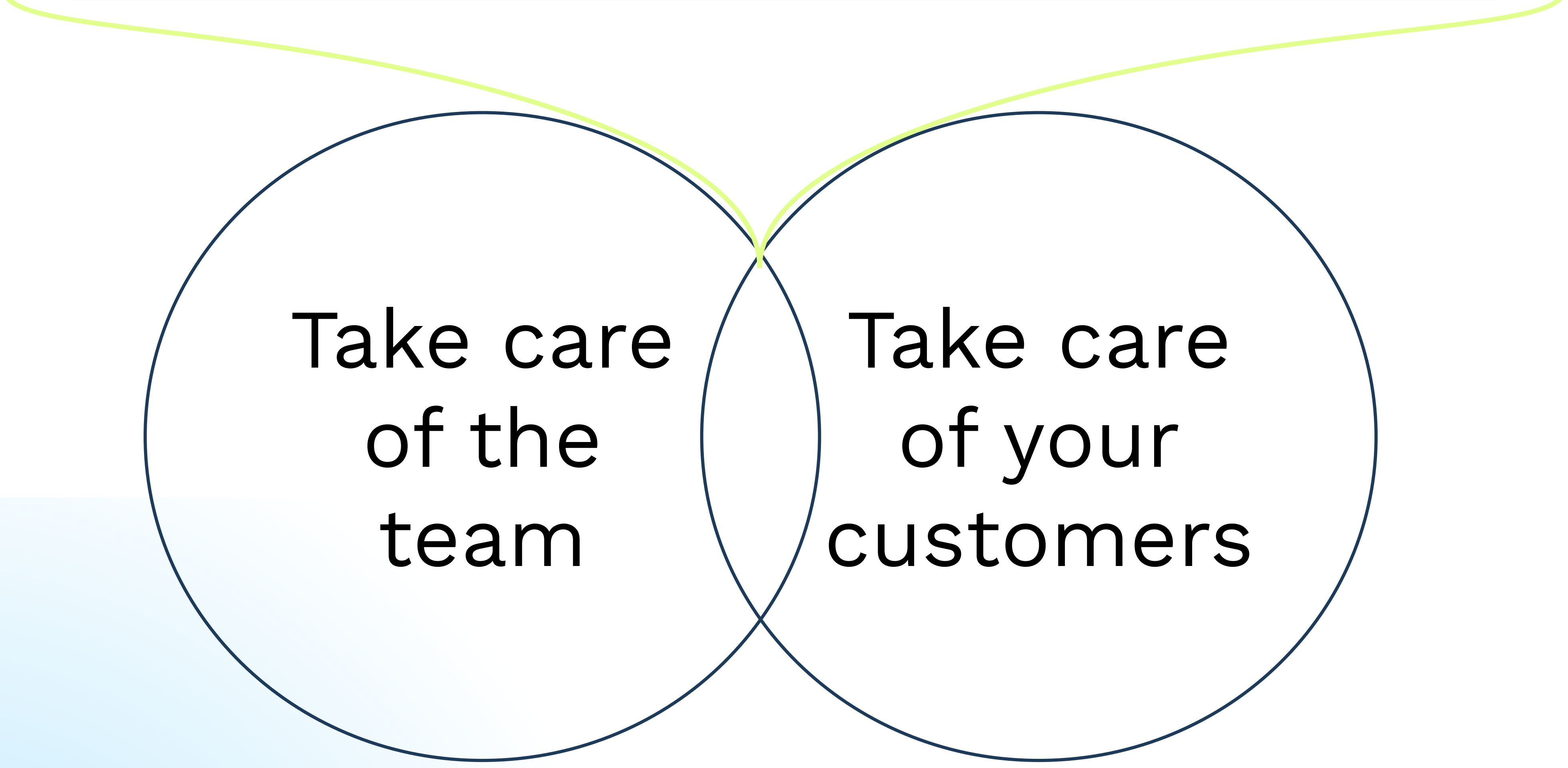
Customers - especially those with recurring service or membership plans - expect responsiveness from service providers.

Speed to lead matters, but it’s hard to fulfill those leads and scale into growth on the weekends when you’re working with a fixed number of team-members.

Existing Tactics to Handle the Surge:

- Rotating weekend coverage among team members
- Compensation:
  - Bonuses: for being on call for the week ($50-100); per on call trip ($20-$40).
  - Stipends ($100) for weekend coverage
  - Overtime rate if active work in excess of 40 hours per week
- Third party firms and staffing groups

Thread the needle:



A New, Win-Win Strategy

The Play: Weekends are for Surge Pay

1

Weekends are optional.
No more "you're stuck on call." Frame it as an *opportunity* to earn a weekend bonus. Identify your "hand raisers".

2

Book Calls as Normal
Schedule weekend calls for Monday like you always do. That keeps your baseline process simple.

3

Post the Call as a Surge Pay Opportunity
Turn each weekend job into an instant-pay opportunity:

- Send it out to your team as an instant pay opportunity.
- Make it clear that whoever claims it and completes it before Monday gets paid out instantly.

4

First Come, First Served
No negotiations, no favoritism. Whoever raises their hand first gets to run the call and earn instant surge pay.

5

Approve and Pay Out Same Day
When they've done the job, pay them so their earnings hit their wallet instantly.

Instant Pay Feels Like Getting a Raise

30% Of younger US adults (18-29) have made money through instant pay platforms

+20% Improvement in subjective financial well-being scores with access to instant pay

Why Instant Pay Opportunities?

- women: To make ends meet
- men: To boost earnings

Access to instant pay has the same effect on talent as raising wages 19% - higher productivity and stronger retention.

Simply having access to instant pay experiences leads to:

- **picked up incremental shifts**
- **worked more hours**
- **stayed in jobs longer**

The Results of a Weekend Coverage Playbook

Speed to fulfillment. Win the call - and the work.

Higher Agency. Hand-raisers make money on their terms.

Lower Costs. Avoid the costs and the risks of third party firms.

Happy Customers. Faster service than expected drives loyalty and renewal.

How to Implement It In under 10 Minutes:

Team,

As we grow, and as we sign on more recurring business, our customers' expectations for timely service will include weekend coverage.

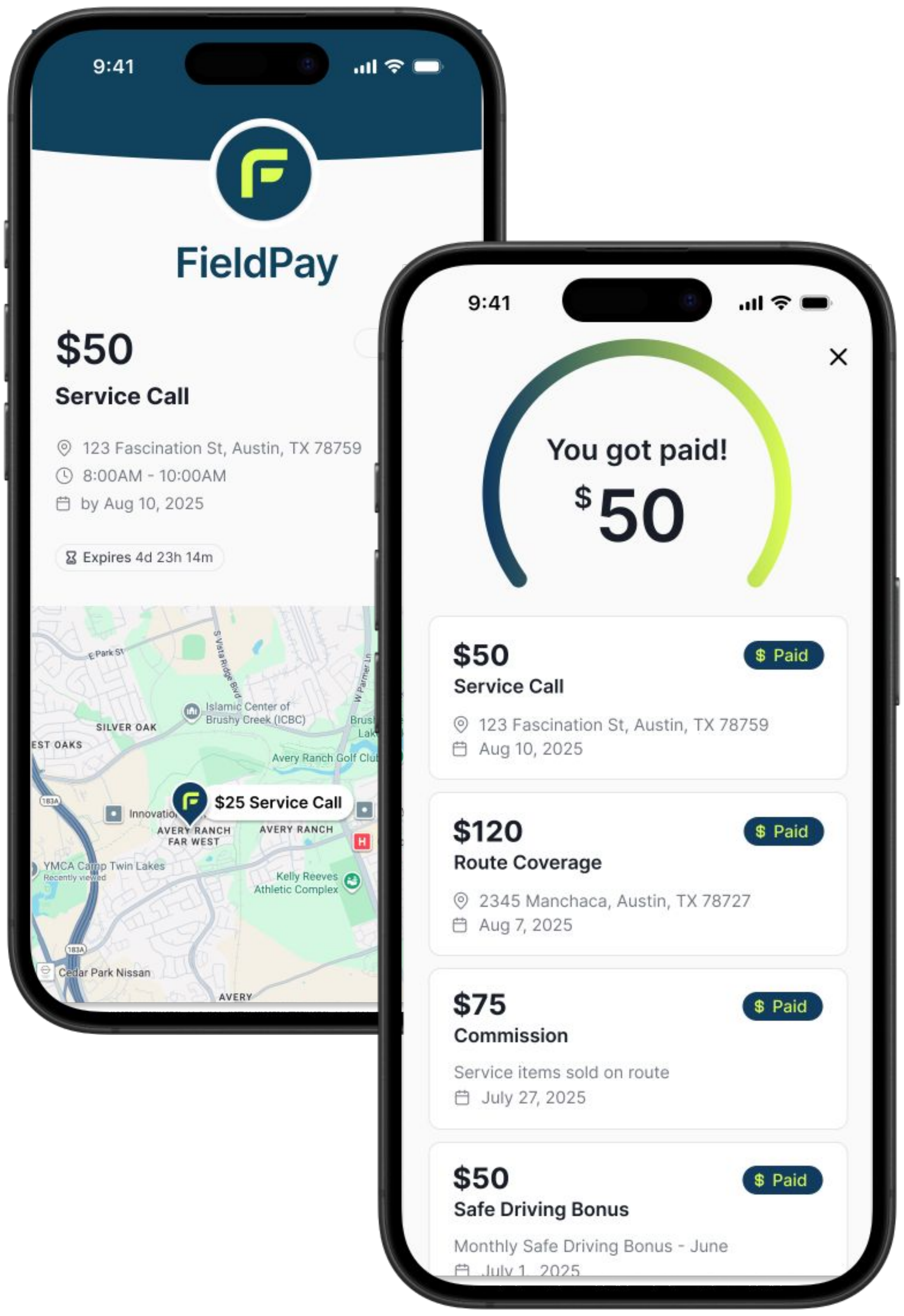
Instead of mandatory on-call coverage, we are going to implement "surge pay" weekends:

- *We'll schedule weekend calls for Monday as always.*
- *HOWEVER: we'll also post the service call notes and location to the team via an app called FieldPay.*
- *On a first come, first served basis, if you decide to pick up the call, we'll pay you out *instantly* same day.*

You'll receive a link to sign up for FieldPay shortly. It's easy, secure, and will ensure you get paid instantly.

We’re FieldPay

Activate your team
with instant pay incentives.



Join Waitlist

www.myFieldPay.com

Endnotes & Citations

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