

Issue 1: High Rate of Unfilled Overnight (NOC) Shifts

Issue Identified: NOC shifts, although eventually claimed when higher rates are offered, experience lower claim rates compared to other shifts unless the pay is significantly increased.

Recommendation: Implement a Dynamic Pay Surge for NOC shifts to make them more attractive from the outset. Ensure pay rates adjust dynamically in real-time, based on historical difficulty in filling these shifts and current demand.

Impact: This approach will ensure more NOC shifts are claimed earlier without consistently having to escalate pay to high levels. It helps in achieving operational stability during less desirable times, thus improving client satisfaction and overall shift reliability.

Source: "Claim Rate by Rate Offered and Shift Slot" - Graph.

Issue 2: Discrepancy in Worker Cancellations

Issue Identified: A small segment of workers have significantly higher cancellation rates, leading to reduced reliability for the platform and affecting shift coverage.

Recommendation: Develop a Targeted Cancellation Reduction Program, incorporating both incentives for high reliability and corrective measures for frequent cancellers. Instead of strict financial penalties, consider tiered consequences such as temporary suspension for repeat offenders, coupled with bonuses for low-cancellation workers.

Impact: This approach will reduce cancellations, improve worker reliability, and promote trust and satisfaction among clients by offering consistent coverage. It also maintains a positive experience for workers without deterring their engagement with the platform.

Source: "Distribution of Worker Cancellation Rates" - Graph.

Issue 3: Potential Missed Opportunities on High-Demand Days

Issue Identified: Pay rates across different days of the week are relatively uniform, even on high-demand days like weekends where the volume of shifts is higher, particularly on Saturdays.

Recommendation: Introduce Dynamic Weekend Pricing to adjust pay rates in line with demand trends, particularly on weekends. Increasing rates for weekends can help incentivize more workers to claim shifts during peak demand.

Impact: Aligning pay with demand ensures higher fulfillment rates during high-demand days like weekends, thus improving client satisfaction and reducing the risk of unfilled shifts impacting business operations.

Source: "Number of Shifts by Day of Week" and "Average Pay Rate by Day of Week" - Graphs.

Issue 4: Disparity in Lead Time-Based Shift Outcomes

Issue Identified: Shifts with longer lead times do not get consistently filled, indicating that the length of notice can negatively impact the likelihood of a shift being claimed.

Recommendation: Introduce Lead Time Awareness and Incentive Programs. Highlight shifts with long lead times and offer booking incentives to encourage early commitments. Additionally, create urgency notifications for shifts approaching their start date.

Impact: This will help balance acceptance rates across shifts with varying lead times, reducing the volume of last-minute unfilled shifts and improving overall worker engagement with available shifts.

Source: "Lead Time Distribution by Shift Outcome" - Graph.

Issue 5: Imbalanced Revenue Contribution by Shift Slot

Issue Identified: Revenue generation is uneven across different shift slots, with NOC shifts contributing less compared to AM and PM slots.

Recommendation: Implement Slot-Specific Engagement Initiatives to boost interest in NOC shifts. This can include reward programs, non-monetary perks, or better marketing of NOC shifts to workers who have shown a preference for them in the past.

Impact: Increasing worker interest and engagement with NOC shifts will help balance revenue contributions across different slots, thus improving overall financial outcomes and ensuring consistent staffing for critical time periods.

Source: "Revenue by Shift Slot" - Graph.

Issue 6: Mismatch in Shift Posting and Worker Availability in AM Slots

Issue Identified: A high volume of AM shifts is posted, yet these shifts also have the highest number of open slots. This indicates that the supply of AM shifts is greater than the available workers willing to fill these slots.

Recommendation: Rebalance the distribution of shift postings by reducing AM shifts in favor of PM or NOC shifts, which might align better with worker availability and preferences. Analyze historical fill rates and worker engagement to understand where redistribution would be most effective.

Impact: By better aligning shift availability with worker preferences, there will be fewer open shifts, leading to improved worker engagement, better resource utilization, and enhanced service reliability for clients.

Source: "Shift Outcomes by Slot" and "Distribution of Shifts by Time Slot" - Graphs.

Issue 7: High Volume of Unfilled Shifts in AM and PM Slots

Issue Identified: AM and PM shifts have a higher number of unfilled slots compared to NOC shifts, suggesting a challenge in meeting staffing needs during these periods.

Recommendation: Create a Standby Worker Pool specifically for AM and PM shifts. Workers in the standby pool are paid a nominal fee for being on standby, with additional bonuses provided if they are needed on short notice.

Impact: The standby worker pool will ensure better coverage for AM and PM shifts, reducing the number of open shifts and increasing reliability for clients. It also provides an opportunity for workers to earn extra income, thus boosting worker satisfaction and engagement.

Source: "Shift Outcomes by Slot" - Graph.

Issue 8: Difficulty in Filling Last-Minute Shifts

Issue Identified: Shifts posted with minimal lead time are rarely filled, creating operational disruptions and reliability issues for clients.

Recommendation: Launch a "Last-Minute Bonus" Program that offers additional pay or special bonuses for shifts posted within 24 hours of their start time. Ensure these bonuses are well-communicated to workers through app notifications and alerts.

Impact: Encouraging workers to claim last-minute shifts reduces the number of unfilled shifts, ensuring consistent staffing levels and minimizing operational risks for clients.

Source: "Distribution of Lead Time (Hours)" - Graph.

Issue 9: Low Claim Rates for High-Value Shifts Due to Worker Capability

Issue Identified: High-value shifts are not being claimed effectively due to a mismatch between worker capabilities and the requirements of these shifts.

Recommendation: Offer Training and Upskilling Programs to qualify more workers for higher-value shifts. Provide incentives for workers to participate in these programs by guaranteeing higher pay for those who complete training.

Impact: Increasing the number of qualified workers for high-value shifts will help fill these shifts more effectively, reduce the volume of unfilled high-value opportunities, and foster worker career development, ultimately enhancing the quality of service.

Source: "Pay Rate vs. Shift Duration" - Graph.

Issue 10: High Rate of Shift Deletion by Workplaces

Issue Identified: Workplaces frequently delete shifts, suggesting instability in staffing requirements and resulting in operational inefficiencies for workers who planned to claim those shifts.

Recommendation: Establish a Shift Stability Program with workplaces to reduce last-minute deletions. This can include encouraging better planning, offering tools for workload forecasting, and potentially creating a financial disincentive for frequent shift deletions.

Impact: Reducing the number of deleted shifts will improve reliability and stability for workers, enabling them to plan better and increasing their satisfaction. This, in turn, will enhance worker engagement and the platform's reliability from a client perspective.

Source: "Shift Outcomes" - Graph.