Coping with fluctuations in demand

Accepting Uncertainty

- Stock-pile to absorb fluctuations in demand
- Make the customer wait or queue

Managing Demand

- Use reservation or appointment systems
- Price changes – e.g. off peak rail fares or sports centre membership
- Develop non-peak demand from new markets
- Develop complimentary services - e.g. pubs offer afternoon tea

Varying Capacity

- Changing number of staff
- Changing hours worked – overtime and shift patterns
- Using sub-contractors
- Utilise the customers – e.g. supermarkets where you do your own barcode reading, of patients fill in form while waiting so don’t mind waiting
- Sharing capacity with other operations when one is busy and the other is quiet
- Transferring resources – e.g. staff moving from winter to summer hotels, nurses moving to another ward.