

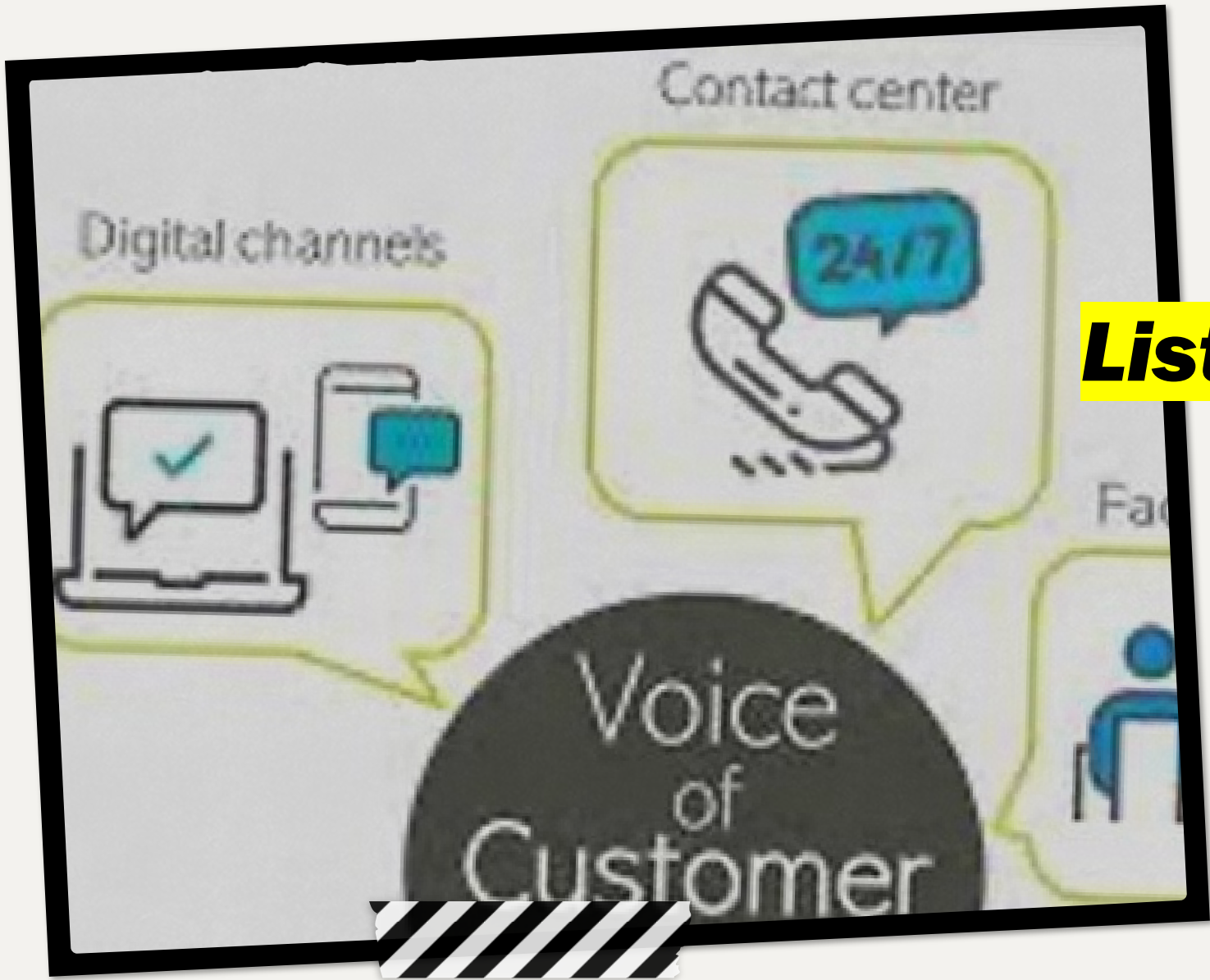
**Managing
variable
demand**

By Christopher Brooks



Photo by [SHVETS production](#) from [Pexels](#)





Listen early....



**Use off peak to
plan for on
peak**



The 'real' pain of queuing

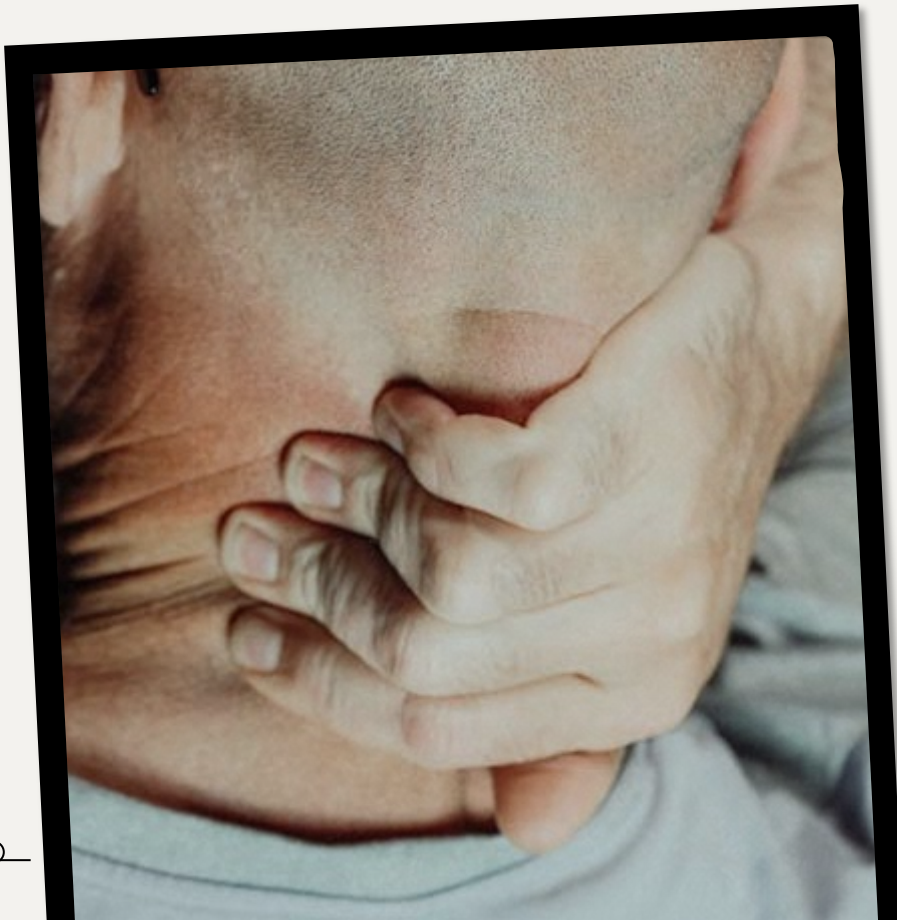
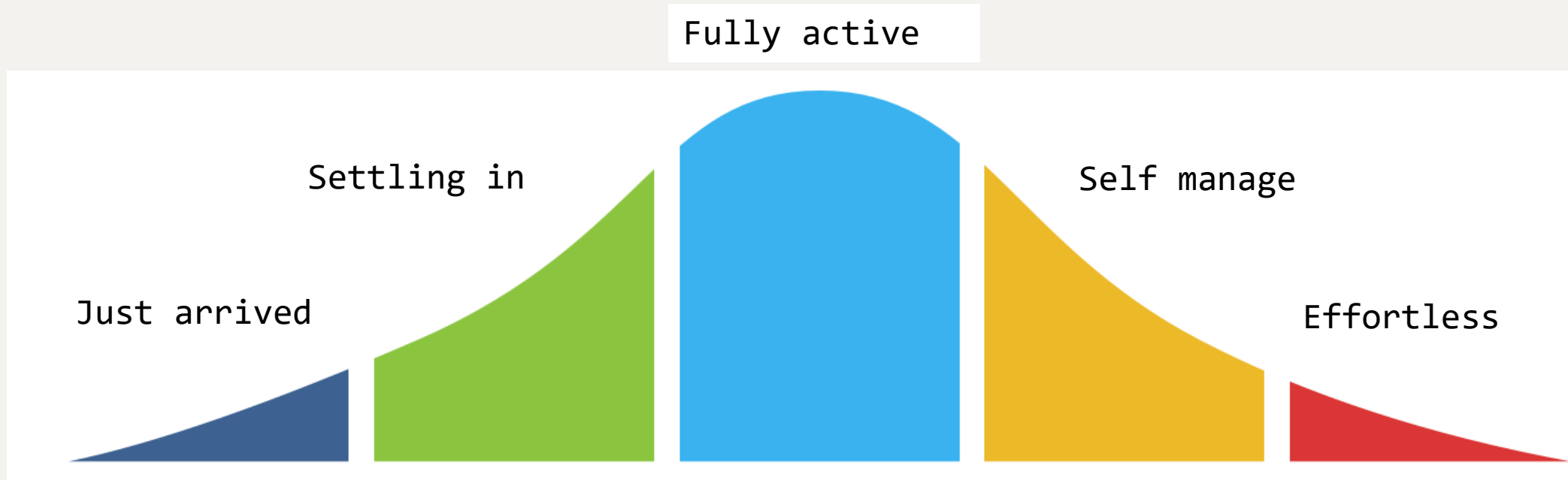


Photo by [Cátia Matos](#) from [Pexels](#)

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Leave the nursery in good shape



Help customers help themselves

- Sky says it tends to be quietest between 8am and 9am; 3pm and 5pm; and 7pm to 8pm.
- O2 lines are open 8am to 8pm. Customers are advised to avoid first thing in the morning, lunchtime and late afternoon.
- Vodafone and EE would not suggest a quiet time for customers to call.
- BT and TalkTalk refused to say when was best for customers to call.



Source: this is money

