Service Area & Customer Planning

A smaller, workable service area can help you control travel time and deliver appointments reliably.

Put it into practice

1. Choose one customer type and a starting service you can deliver well.
2. Estimate travel at the times you expect to work, including parking and loading.
3. Set an initial area boundary and a process for assessing requests outside it.

Starter example

Compare two possible jobs: expected revenue, service time, travel time, direct costs, and scheduling fit. A nearby repeat visit may use capacity differently from a distant one-off job.

Your next action

Customer / core area / travel limit / outside-area approach

Test a sample route before making availability promises. Revisit the boundary using actual enquiries and job records.

Continue with the practical decision guide and worksheet on the next pages.

Compare opportunities by travel and fit

Work through the decision

Choose a customer type whose needs match your starting service. Then define an area you can cover with reliable arrival times. Travel radius alone is an incomplete measure: traffic, parking, loading, and the route between customers affect usable working time.

Map a sample day at the times you expect to operate. Include travel to the first job and home from the last job. Add realistic gaps for setup, delays, and customer communication. For time-sensitive pet visits, check the required windows before adding another customer to the route.

A situation to learn from

Example: Job A brings $100 and uses two service hours plus one travel hour. Job B brings $90 and uses two service hours plus 20 minutes travel. Before costs, revenue per labor hour is about $33.33 for A and $38.57 for B. This does not make B automatically better; scope, costs, reliability, and repeat demand still matter.

How to respond

Write how out-of-area requests will be assessed. You might decline them, quote a transparent travel allowance where appropriate, or assess them only when a route makes sense. Avoid promising universal coverage. Revisit the boundary using actual travel records, not only a map estimate.

Area and customer worksheet

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Primary customer / need / core service

Core locations / estimated travel at working times

Appointment windows / expected service hours / buffer

Outside-area rule / information needed before accepting

Review before taking the next step

Route review: What part of the day is most constrained? Which travel assumption was inaccurate? What booking would make the route unreliable?

- [ ] Customer need fits service scope.
- [ ] Travel included in pricing and capacity.
- [ ] Appointment windows checked.
- [ ] Boundary described clearly to customers.

Ready for the connected business system?

Explore the $49 systems for launch guidance, tools, and working templates.

Explore Readyvora Business Systems