

The ‘Uber-fied’ Maintenance Crew.

How to automate dispatch, eliminate “Where’s my crew?” calls, and reclaim 12 hours a week.

12hrs
RECLAIMED WEEKLY

<2 min
TO FILL CANCELLATIONS

100%
OF WORKERS REACHABLE

Dispatch on autopilot. Coordinators back in control. Customers in the loop.

WHAT YOU’LL TAKE AWAY

Stop chasing updates via fragmented WhatsApp groups and messy spreadsheets. Learn how the fastest-growing maintenance, trades, and cleaning firms in the UK are using automated dispatch and real-time worker tracking to run their operations on autopilot.

01 Executive Summary

If you run a maintenance, trades, or commercial cleaning firm with 50 to 200 staff, you already know the problem isn't the work itself. The work gets done. The problem is the 'in-between': the cancellations, the cover hunts, the 'where's my crew?' calls, the rota that gets rebuilt three times before Monday morning. It happens in WhatsApp groups, on a wall planner, in a shared spreadsheet that only one person really understands. And it eats the coordinator alive.

This paper sets out a different operating model — one already in use by the fastest-growing UK firms in your sector. It pairs **automated dispatch through a purpose-built worker app** (where workers confirm or decline with a tap) with **SMS as the safety net** (so the message still gets through when the app isn't installed, the phone's in a basement, or signal's dropped to 2G). The result is an operation that runs largely on autopilot, with the coordinator stepping in only for exceptions — not for every shift change.

12 hrs

Reclaimed per week by the average coordinator

<2 min

Average time to fill a cancelled job slot

92%

First-contact shift confirmation rate

100%

Of workers reached, app or SMS

Indicative figures from HeyTeam customer operations data.

The firms winning right now aren't the ones with the biggest crews. They're the ones whose coordinators have stopped being a human switchboard.

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Where coordinator hours actually go — and the three failure modes that bleed margin.

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The three pillars: dual-channel dispatch, live location, and auto-fill on cancellation.

05 The Coordinator as Hero

A typical week, redesigned. From switchboard to operations lead.

07 Before You Buy: 8 Questions to Ask

The checklist for evaluating any workforce platform — including HeyTeam.

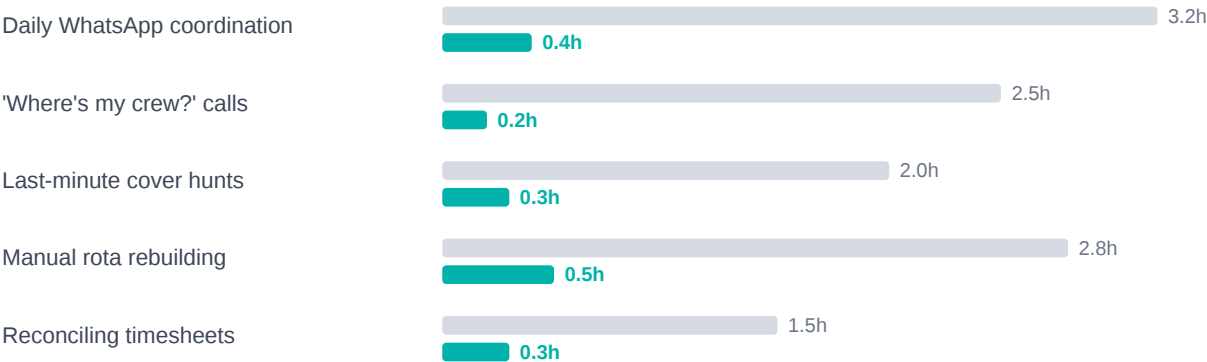
02 The Hidden Cost of Manual Dispatch

Most operations directors can quote their revenue, headcount, and gross margin without thinking. Very few can quote the cost of coordination — because it's buried inside the salary of the people doing it. Until you measure it, it's invisible. Once you do, it's usually the single biggest leak in the business.

Where the hours actually go

We surveyed coordinators across UK maintenance, cleaning, and trades firms with 60–180 workers. The pattern is almost identical from firm to firm: more than half the week disappears into reactive admin, none of which the customer ever sees or pays for.

Weekly hours: before HeyTeam vs. after (typical 80-worker firm) Before With HeyTeam



Coordinator self-reported weekly hours. 'After' figures based on customer reports 30+ days post-implementation.

The three failure modes of WhatsApp + spreadsheet

Failure mode	What it looks like in practice	What it costs you
The 5am scramble	Worker drops out by text at dawn. Coordinator rings round half the team. The job either starts late or someone goes single-handed.	Customer trust + 90 minutes of senior time
The silent group	Message goes into the WhatsApp group. Five people read it. Nobody's sure who's confirmed. Two turn up. One didn't see it.	Double-cover or no-cover — both expensive
The phantom rota	Three versions of the rota exist: the spreadsheet, the printed copy, and the one in the coordinator's head. Each says something slightly different.	Disputes, missed jobs, payroll errors

03 The 'Uber-fied' Operating Model

When Uber rebuilt the taxi industry, the underlying insight wasn't the app — it was the **matching engine**. The system, not a human controller, decides who goes where and when. The controller only handles exceptions. The same model now applies to maintenance crews, cleaning teams, and trades workforces — with one critical adaptation for the UK frontline workforce.

An app alone isn't enough — not in a workforce where phones break, batteries die, and signal disappears mid-shift. The 'Uber-fied' model for trades needs an app for speed, AND an SMS safety net so the message reaches every worker, every time.

The three pillars

1

Dual-channel automated dispatch

The HeyTeam app is the primary channel — workers see the job, tap to confirm or decline. If they don't have the app, or the app can't reach them, SMS kicks in automatically. Same message, same outcome, zero gaps.

2

Live worker location & check-in

When a worker arrives, the system knows. When they leave, the system knows. When a customer rings asking where the crew is, you can answer in three seconds — without phoning anyone.

3

Auto-fill when someone drops out

Cancellation goes in, the system broadcasts to the next-best-matched workers (through app push and SMS in parallel), first to confirm gets the job. The coordinator is told the outcome — not asked to find the cover.

What changes when a worker cancels: a side-by-side

THE OLD WAY

- 06:42 — Worker texts WhatsApp: 'Off sick'
- 06:55 — Coordinator sees it. Starts phoning.
- 07:15 — 8 calls made. 2 voicemails left.
- 07:38 — Replacement found. Maybe.
- 07:52 — Customer rings: 'Where's my crew?'
- 08:10 — Whole day knocked off-plan.

THE HEYTEAM WAY

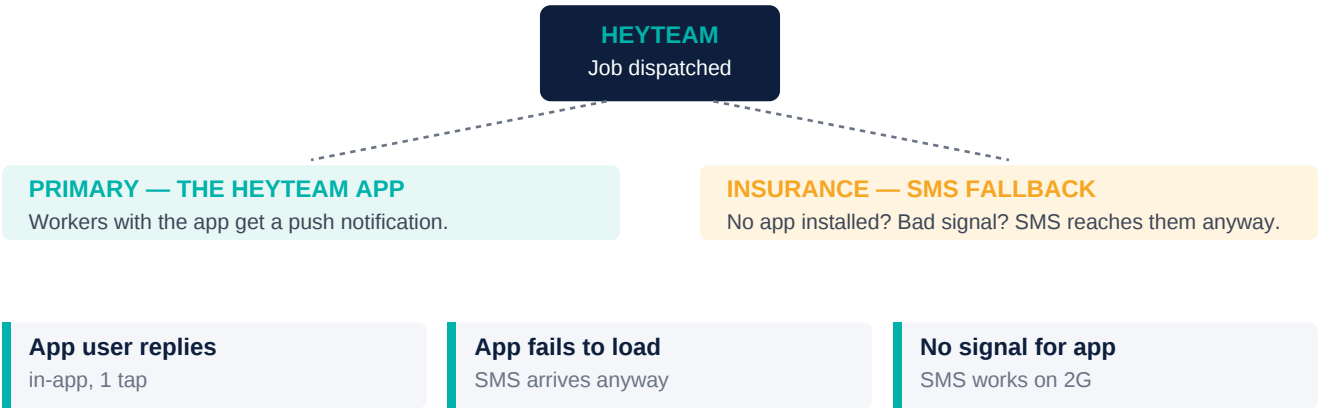
- 06:42 — Worker taps 'Can't make it' in the app
- 06:42 — System auto-broadcasts to qualified pool
- 06:43 — App push to 12, SMS to 3 with no app
- 06:44 — 4 workers reply YES (2 app, 2 SMS)
- 06:44 — First responder auto-assigned
- 06:45 — Customer auto-notified by SMS
- 07:00 — Coordinator wakes up. Already handled.

04 Why Single-Channel Platforms Fail

Almost every workforce platform on the market makes the same mistake: they pick *one* way to reach workers and bet everything on it. App-only platforms assume every worker will install, keep installed, and use the app. Phone-only platforms still need someone manually dialling. Neither works at scale in a real trades operation — phones break, batteries die, apps get uninstalled to free up storage, and signal disappears the moment a worker walks into a basement.

HeyTeam is built around a simple operational truth: **the app is the best primary channel, and SMS is the insurance that nothing falls through the cracks.** The worker app is fast, rich, and free to send. SMS is the universal fallback that works on any handset, any network, any signal strength. Together they reach 100% of your workforce, 100% of the time.

How HeyTeam reaches every worker, every time



Why this matters in the real world

The reality on the ground	What HeyTeam does about it
A new starter joins on Monday, can't install the app until Wednesday	SMS reaches them on day one. App goes on later when they're settled.
Worker's phone is in a plant room with no signal	SMS queues and delivers the moment they walk back into reception.
Older worker prefers texts — refuses to use apps	Fine. SMS handles everything they need. No pressure, no friction.
Worker upgrades to the app and wants the full experience	Full job details, photos, checklists, in-app chat — everything's there.

App-only platforms lose 30–50% of your workforce on day one. Phone-only platforms lose your coordinator. HeyTeam loses neither.

05 The Coordinator as Hero, Not Switchboard

Walk into any UK trades, cleaning, or maintenance firm and the person under the most pressure isn't the MD — it's the coordinator. They are the human switchboard of the entire operation: every cancellation, every customer complaint, every 'can we squeeze in one more?' runs through them. They are simultaneously the most valuable and the most overloaded role in the business.

Automating dispatch doesn't replace the coordinator. It promotes them. They stop being a phone-and-WhatsApp operator and become a genuine operations lead — managing exceptions, building customer relationships, and improving the way the business runs.

A typical week, redesigned

Activity	Before	After	Now spent on...
Confirming shifts	4h	0.3h	Customer onboarding calls
"Where's my crew?" calls	2.5h	0.2h	Reviewing job photos & quality
Finding cover	3h	0.4h	Cross-training conversations
Reconciling timesheets	1.5h	0.3h	Same-day invoicing
Rebuilding the rota	2.8h	0.5h	Forward planning

Promoting the coordinator is the single biggest cultural win of the 'Uber-fied' model. They go from firefighter to operator. Retention goes up. Burnout goes down. The business gets a strategist back.

06 Implementation: A 30-Day Path

You don't need a project team, a procurement panel, or a six-month implementation. A firm of 50–200 workers can have the 'Uber-fied' model running inside 30 days. Workers who want the app get the app. Workers who prefer SMS get SMS. Either way, they're receiving and confirming jobs from day one — no waiting for the slowest person to download anything.

WEEK 1 Foundation • Upload your workforce (a CSV is fine) • Set up customer list & recurring jobs • Configure dispatch templates • Coordinator trained in 90 minutes	WEEK 2 First Auto-Dispatches • Switch one customer site to auto-dispatch • App-installed workers get push, others SMS • Live check-in & check-out goes on • Coordinator monitors, doesn't intervene	WEEK 3-4 Full Cutover • All customers on auto-dispatch • Auto-fill triggered on first cancellation • Client portal shared with key accounts • WhatsApp group archived — finally
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What to expect by Day 30

- **Coordinator workload down 40–60%.** The biggest drop comes from confirmation chasing and cover hunts — the two biggest weekly time sinks.
- **Customer 'where's my crew?' calls cut by 80%+.** The client portal answers most of them without anyone picking up.
- **First-contact shift confirmation rate above 90%.** Whether via app or SMS, workers reply quickly when there's no friction.
- **Auto-fill kicks in on Day 5–8.** The moment of magic for most coordinators — the first time a cancellation is filled before they wake up.

07 Before You Buy: 8 Questions To Ask

Not all workforce platforms are built the same. Most were designed for an office workforce, then bolted onto trades. Use this checklist when evaluating any vendor — including HeyTeam. If a vendor can't answer 'yes' clearly to most of these, they aren't built for your sector.

01 If a worker doesn't have your app installed, can they still receive shifts?

If the answer is 'they have to install the app', you've already lost 30–50% of your workforce.

02 Does the system automatically find a replacement when someone cancels?

Or does a human still have to phone round? The answer reveals everything about the product.

03 What happens when a worker's phone has no signal or storage is full?

Most platforms have no answer. HeyTeam falls back to SMS automatically.

04 Can my customers see where their crew is, in real time, without ringing me?

A client portal isn't a luxury — it's how you stop being the lookup desk.

05 Is the pricing per admin user — or hidden until I sit through a demo?

Transparent pricing tells you a vendor is confident. Opaque pricing tells you they want leverage.

06 Does it work for recurring contracts (cleaning, maintenance) AND one-off jobs?

Many tools handle one or the other — not both. Your business does both.

07 Can I get live worker location and proof-of-attendance?

'Trust me' isn't a quality control system. Photo and GPS evidence is.

08 Can I be running in 30 days without an IT team?

If implementation needs a project plan, the product is too heavy for your business.

08 The Bottom Line

The maintenance, trades, and cleaning firms that will dominate the next five years aren't the ones with the biggest sales teams or the slickest brand. They're the ones that have stopped running coordination through a single human bottleneck.

Automating dispatch through a worker app, backing it with SMS as the safety net, putting real-time location data in front of your customers, and letting the system fill cancellations — this isn't a future-state concept. It's already operating, today, inside UK firms with fewer than 200 people. The technology is cheap. The mental shift is the hard bit.

If you reclaim 12 hours a week of your coordinator's time, what do you do with it? That's not really a question about software. It's a question about how big you want this business to be.

Stop chasing updates. Stop being the switchboard. Let the work flow to the right person, automatically — whether they're an app user or a text-only worker. That's the 'Uber-fied' crew, and it's within reach by the end of next month.

ABOUT HEYTEAM

HeyTeam is a UK-built workforce coordination platform for trades, commercial cleaning, and property maintenance firms. It pairs an automated dispatch worker app with SMS as the insurance layer, plus live worker location, quotes and invoicing, end-of-job checklists, and a customer portal — in one system. Designed for firms with 50 to 250 staff, HeyTeam exists to give the coordinator their evenings back.

HEYTEAM

WORKFORCE COORDINATION FOR THE TRADES



Ready to give your coordinator their evenings back?

See the 'Uber-fied' model running live for a firm like yours.
Book a 15-minute working demo — no decks, no sales pitch.

heyteam.ai

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