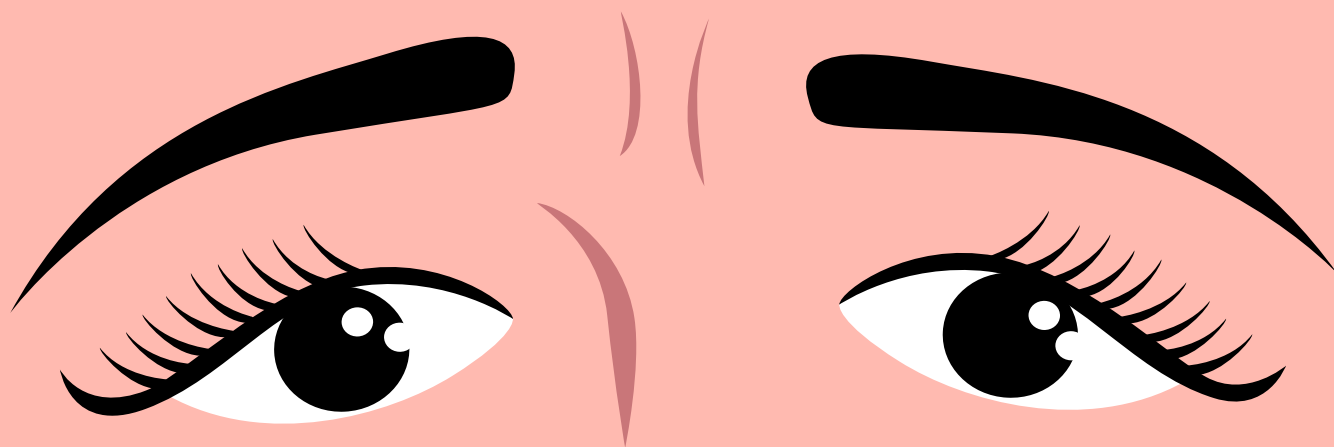


Losing Sleep



Over Peak?

Check Out Our 7 Quick Wins →

Your Essential Guide: 7 Quick Wins for a Smoother Peak



Turn off next-day delivery options – streamline operations and prioritise order accuracy



Boost customer support capacity – reallocate staff from departments with lower activity



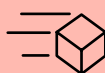
Communicate with your customers – leverage automated messaging and email templates for efficient updates on order status



Work in close partnership with your 3PL – ensure you have regular updates about discount strategies and sales forecasts



Add an FAQ section to your website – reduce support requests by having common answers readily available



Streamline your packaging process – if suitable, opt-out of gift wrapping to speed up fulfilment and minimise delays



Keep stock statuses updated in real-time – build trust and avoid frustrating oversells for your customers

Top Tip:

Self-gifting accounts for a significant portion of Peak season orders, and for your customer, it's all about price, not speed!

- Is the product available? ✓
- Is it at a good price? ✓
- Is it a genuine bargain? ✓
- Do they need it delivered by tomorrow?
Probably not

Did You Know?

“Customers are more lenient when it comes to fulfilment over the Peak season. **77% of those surveyed are willing to wait up to 5 days for delivery.** Most would prefer their items to arrive in time, undamaged and contain the correct items.”

– The UK eCommerce Association