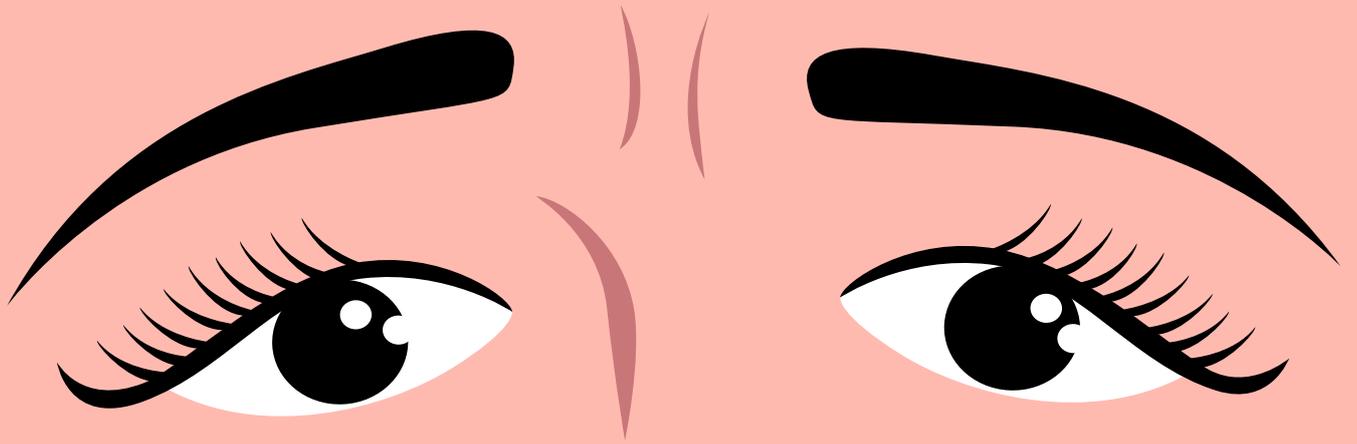


# Losing Sleep



# 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