

ARE YOU PREPARED FOR THE HOLIDAYS?

Solid preparation well in advance of the holiday season is key to success. The following is a list of actionable steps retailers can take now to best prepare for dynamic market conditions ahead of the holidays.



STRESS TEST YOUR DATA

- ❑ Confirm your reports capture all the metrics and KPIs you need to know to make “real time” informed decisions.
- ❑ Elevate your metrics. Move beyond metrics like ROAS and AOV to measure the most important business considerations like customer lifetime value, profit per order, customer engagement and others.
- ❑ Check that all your data integrations are processing as expected.



SOLIDIFY YOUR MARKETING AND PROMOTIONS PLAN

- ❑ Calculate which promotions and ad campaigns delivered the highest profitability and customer lifetime value last holiday season and during other recent key promotion periods.
- ❑ Identify different marketing campaigns for different target shopper profiles.
- ❑ Identify top performing customer segments by promotion type and/or marketing channel.



COMMUNICATION IS KEY

- ❑ Identify ways to personalize digital experiences to help customers shop how they want to shop.
- ❑ Plan how you will manage customer expectations through your pre- and post-purchase engagements.
- ❑ Build segmented customer lists and create dynamic, personalized content for your social media channels to increase engagement.



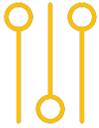
IS YOUR WEBSITE HOLIDAY-READY?

- ❑ Double (or even triple) test that your website will be able to handle the increase in traffic and orders that you are planning to have this holiday season.
- ❑ Confirm your website is optimized for great customer experiences on mobile devices.



IT'S IN THE DETAILS

- ❑ Quantify and forecast product demand through the lens of new and existing customers to help inform the purchase of enough inventory supply.
- ❑ With rising shipping costs, calculate that your free shipping thresholds and paid shipping tiers are priced to maintain order profitability.



OPTIMIZE WAREHOUSE EFFICIENCIES

- ❑ Review your warehouse or 3PL processes for picking, packing and shipping of orders. Identify and implement changes that will increase the efficiency and speed that you fulfill orders.
- ❑ If your warehouse or 3PL may have problems staffing for the holiday season, identify incentives you can offer to secure seasonal hires.



SET YOUR CUSTOMER SERVICE TEAM UP FOR SUCCESS

- ❑ Review the processes, systems and staff in place to handle the volume of inquiries you anticipate.
- ❑ Identify processes and back-up staff to handle unexpected spikes in customer inquiries.
- ❑ Decide if there are any softwares such as a chat bot or live chat that you should add to help improve the speed that customer service inquiries are responded to.



SOUNDCOMMERCE

SoundCommerce is the end-to-end retail data and intelligence platform that connects and models marketing, operations and merchandising so retailers can optimize order and shopper profitability across all business functions.

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