

The Peak Season Prep Checklist

Is your team prepared for the holiday season? Use this peak season prep checklist to find out.

- Assess all [customer touchpoints](#)** — including your website, mobile app, social media channels, and physical stores — to ensure they're optimized for a seamless and positive experience.
- Run a [postmortem](#).** Assess last year's peak season, including successes, challenges, and new opportunities.
- Conduct a thorough review of your website and mobile app** to ensure they are user-friendly, easy to navigate, and optimized for mobile devices.
- [Refresh your customer support channels](#)** such as phone, email, live chat, and social media.
- Ensure [sufficient staffing](#)** and implement effective response time targets to address customer inquiries promptly.
- Provide comprehensive [product training for your CX team](#),** including handling customer inquiries, conflict resolution, and the efficient use of support tools.
- Develop [self-service tools and resources](#)** — such as FAQs, knowledge bases, and chatbots — to empower customers to find answers to common questions independently.
- Identify top channels using conversation data for customer inquiries and engagement.** Focus on optimizing these channels for a better customer experience.
- Conduct testing and [QA](#)** to check that your tools are up-to-date.
- Enable [cross-departmental task management collaboration](#)** with different teams to align strategies, share insights, and address any potential CX challenges.