

# Make a list, check it twice: get prepared for the Christmas customer service rush



Over Christmas, customer service enquiries can increase by a staggering **75%<sup>1</sup>**. So, it makes sense for businesses to start preparing in advance. We've created this **Christmas customer service checklist** (and checked it twice) to help you:

## A few months before Christmas

- Plan for around a **75%<sup>2</sup> increase in enquiries**; recruit temporary advisors or outsource.
- Ensure the website can handle **increased traffic**.
- For international companies, find multilingual advisors. **Outsourcing can be a great option!**



## One month before Christmas

- Extend returns policy to **31st January**.
- Consider offering **free/express shipping**.
- Train advisors on **seasonal promotions**.
- Sync CRM systems with external customer service teams for **efficient call handling**.



## One-three weeks before Christmas

- Plan customer services rota; **outsourcing can help fill gaps for employees** taking time off.
- Check inventory levels** to avoid customer disappointment.
- Advertise pre-Christmas **delivery dates**.
- Create website **pop-ups and automated messages** about opening times.
- Write emails to **update customers on deliveries**.
- Prepare for unwanted gift returns**, and post-Christmas sales.



## Christmas Eve

- Provide additional advisors as many brands experience a **spike in queries from last-minute shoppers**.



## Christmas Day

- If you are open, ensure some advisors are on hand.

**Sigma Connected can help you support your customers through this challenging period.**



Keep customers satisfied into the New Year and beyond by outsourcing your customer service needs to Sigma Connected. We offer a flexible end-to-end solution that is attuned to the needs of retail and eCommerce brands.

**Get in touch with Sigma Connected to find out more.**

Get in touch

sigmaconnected.com

**We are different  
We are Sigma Connected**

### Sources:

<sup>1</sup> How-to Provide Excellent Holiday Customer Service for Christmas 2021 (Talkative)

<sup>2</sup> How-to Provide Excellent Holiday Customer Service for Christmas 2021 (Talkative)