





Day 1 Value your staff during this busy period, particularly your temporary warehouse staff – take care of them, they represent your brand as much as your store colleagues.



Day 2 Click & Collect is no longer a nice to have – it's a necessity to attract customers into stores so get the basics right when they arrive – clear signage and minimise queues.



Day 3 Ease the pressure on your DC - perhaps it's not too late to put warehouse capability at the back of your store as a temporary solution for December? If unthinkable now, put it in your 2019 plan.



Day 4 It's an over-used phrase but one that should never be forgotten – always put your customers first! Whilst your eye may be on high volume – stay true to your values, continue to offer the best customer service and demand it from all levels of your business.



Day 5 Have you considered adjusting your pricing structure to offer free delivery? Fulfilment is now a core part of your brand's proposition, so our members recommend making it an option, with a minimum spend if necessary.



Day 6 There is never a more crucial time to get everyone in your business on the same side; remove internal barriers between your store staff, online team and fulfilment team – get your Head Office staff into your warehouses, get your online team in store.



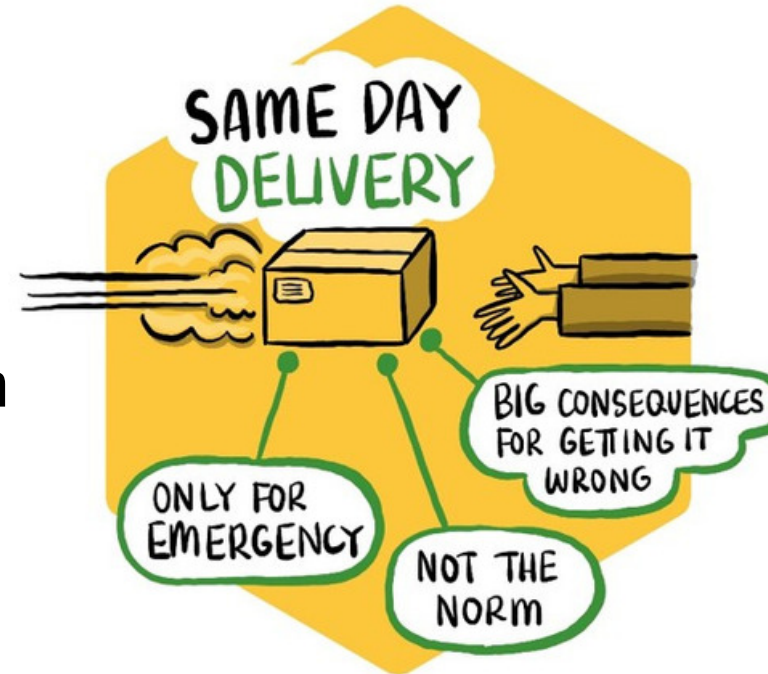
Day 7 The days of 10-hour delivery slots are long gone. Our members recommend you offer customers a choice of 1 or 2 hour delivery windows; this flexibility takes priority over speed - customers want their products at a time that suits them.



Day 8 Whatever the status, customers want an update even if it's bad news. It is a far better scenario for you to inform your customers that their delivery will be late, rather than the customer phoning you screaming 'where is my parcel?!'



Day 9 When the package arrives, makes sure it looks perfect. Particularly if you sell via marketplaces, packaging is the first touch point customers have with your brand so ensure your DC team deliver the best possible brand experience to customers.



Day 10 Only offer same day delivery if you are 150% confident you can do it! The worst thing you could do is fail to hit your same day delivery commitments as the repercussions to your brand particularly across social media could be catastrophic.



Day 11 Something to consider in January when those returns come in; do you really want that stock back? Our members recommend using a 3PL dedicated to handling your returns and not asking for products to be returned from overseas due to high costs.



Day 12 In a 2018 Retail Report 41% of customers said they preferred not to shop in store because of queues. At this busy time, open as many checkouts as possible, install temporary checkouts, pull in your Head Office staff and cut queuing to under 5 mins.