

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%¹**. 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%² 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:

¹ [How-to Provide Excellent Holiday Customer Service for Christmas 2021 \(Talkative\)](#)

² [How-to Provide Excellent Holiday Customer Service for Christmas 2021 \(Talkative\)](#)