**GoBolt**™

# Your Complete Planning Guide

Use this comprehensive peak season checklist to ensure your holiday logistics planning covers all critical areas:

## 90 Days Before Peak Season

- ✓ **Demand Forecasting:** Complete historical analysis and set inventory targets, share your inbound and outbound volume forecast with your 3PL

- ✓ **Technology Audit:** Test all systems for volume capacity, ensure your 3PL tests their systems for an influx in order volume

- ✓ **Carrier Diversification:** Establish backup shipping partners

## 30 Days Before Peak Season

- ✓ **Final System Testing:** Stress-test all technology under simulated peak loads

- ✓ **Peak Season Warehouse Management:** If fulfilling in-house, optimize layouts for maximum efficiency. For example, you may want to add extra pack stations and position more packaging at the pack station to reduce time spent replenishing

- ✓ **Contingency Planning:** Activate backup procedures and emergency contacts

## 60 Days Before Peak Season

- ✓ **Peak Season Inventory Management:** Pre-position stock in key fulfillment centers

- ✓ **Staff Planning:** Arrange temporary labor and cross-training programs

- ✓ **Holiday Shipping Strategy:** Finalize delivery options and cutoff dates for Christmas shoppers

- ✓ **Customer Communication:** Prepare peak retail season messaging templates for common issues or delays. Prepare email site banners, FAQs and support scripts

- ✓ **Add estimated delivery dates (EDD):** Adding EDDs to your checkout process will instill confidence with your customers but also set proper expectations to help reduce WISMO inquiries

## During Ecommerce Peak Season

- ✓ **Daily Monitoring:** Track KPIs and adjust operations in real-time. Pay close attention to customer feedback in real-time

- ✓ **Proactive Communication:** Update customers on any delivery changes ASAP, any missed communication will increase support costs and potentially reduce revenue

- ✓ **Quality Control:** Maintain accuracy standards despite increased volume

- ✓ **Peak Season Shipping Delays Solutions:** Activate contingency shippers as needed

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