



How to Manage Customer Expectations over the peak season

* Set realistic customer expectations, and then exceed them

The struggles of peak season

- The Challenge:** Maintaining consistent service quality and timely deliveries while accommodating increased demand is hard. Balancing efficiency and customer satisfaction can be difficult as businesses navigate resource constraints and longer response times.
- The solution:** Effective communication, proactive planning, and resource allocation to meet heightened demand, ensuring customers are well-informed and their needs are addressed promptly. Choosing the right tech partners will help you focus less on the time consuming jobs and more on scaling your business.

Is Technology the Answer ?

The adoption of automation has grown by 26% YTD in e-commerce and by 150% in SaaS. Spend time **finding the right tech** for your business.

Once you have the right tech partners you can focus on scaling your business.

Ask these questions..

- ✓ Which repetitive tasks are the most time consuming?
- ✓ How can I keep my customers engaged?
- ✓ Do my technology partners fit my business needs?

Our Key Take Aways and Tips



Revenue Growth

Companies viewing **customer service as centric** vs. a cost centre achieve 3.5x more revenue growth. **Customer retention is cheaper than customer acquisition** and grows customer lifetime value.



Understand Customer Data

Set aside **time to collect data** that shows how things differ throughout the year. Find the right CRM and Data Analytics tools to help compare customer trends.



Personalisation

Every customer wants to feel like they're number one. **Utilize AI Personalisation tools** and marketing strategies to offer extra to your customers.



Overcommunicate

Provide delivery times, and order updates so customers can monitor **shipment updates in real time**. Internally, **train and empower your teams** with clear targets. Providing too much information is more valuable than too little.



Be Prepared

Use historical data to predict peak seasons and prepare in advance. **Pick the right tech partners** for your business. Be ready to start hiring additional staff, creating **self-service support** options, and adjusting marketing strategies to fit peak season projections.

Find Out How Shiptheory Can Help Today

Explore the endless possibilities of revolutionizing shipping automation with Shiptheory.

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