PEAK FAILURE: FIXING YOUR SEASONAL CX

An in-depth guide for retailers and e-tailers for delivering predictable seasonal CX outcomes, season after season.



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Foreword

An important shift is happening in the retail industry; the seasonal landscape is proliferating, with new and more frequent commercial seasons popping up each year. The result? Reduced peak severity countered with increasing seasonal length and complexity.

Traditionally, depending on your industry, one-third or more of your yearly revenue was once captured within a timeframe of a few consecutive weeks.

Thanks to Amazon, that's now changed.

When Amazon dropped Prime Day – its retail grenade - directly into the dog days of summer 2017, other retailers quickly followed suit, ramping up efforts to compete in the newly created retail season. Since then, the industry has gradually shifted towards a new higher-frequency year-round marketing & sales model, effectively transforming the holiday season into inter-connected micro seasons.

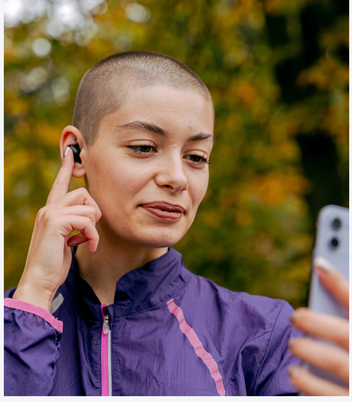
For online brands, this is fast becoming a new Golden Age of Retail. Smoother ramps and more connected seasons mean retailers can now more safely plan their marketing, fulfillment, and logistics efforts across multiple connected seasons. Shifting from a one-season-takes-all mindset has pushed the industry to create more stand-out customer experiences, enjoy higher revenues, and mitigate operational risk.

What does this mean for retailers looking to outsource their CX? With traditional ramps and micro-ramps converging, seasonal success increasingly depends on a more planned, measured, and targeted operational approach geared towards agility, continuity, and operational depth.

In this eBook, we're providing guidance and solutions on how to successfully prepare your CX operation for the coming headwinds of inbound retail seasons, micro or macro. And, throughout, be sure to keep one thing in mind - thank Amazon.

Bruce Dawnson

Chief Sales and Client Services Officer, ibex



1 - Peak Perils: How Seasonal Ramps Test the Limits of your CX Program

Delivering high-quality CX during peak periods can add critical pressures across an organization. From smoothly integrating cross-functional teams, to technology upgrades, to carefully forecasting, planning, and executing your ramp, you need to do everything possible to win the battle for hearts and minds.

The truth is many organizations struggle to pull it off, and a botched seasonal ramp can lead to millions in lost revenue, and the knock-on effect of negative customer mindshare.
During your busiest season of the year, that's a risk you can't afford to take.

As companies look to find efficiencies, smooth the journey, enhance CX—and do it all better than the other guys—these are some of the significant hurdles they're facing:

- Working with outdated technology that impacts service levels and productivity
- Managing increased pressure to hit the most competitive price points
- Accurately forecasting seasonal demand and staffing needs
- Recruiting reliable, high-quality seasonal employees
- Rapidly ramping seasonal efforts while managing costs and quality

Let's dive deeper into each of these areas to explore what's holding organizations back from achieving their best seasonal CX.

73% of consumers say experience is an important factor in purchasing decisions, behind price and product quality

Source: PWC

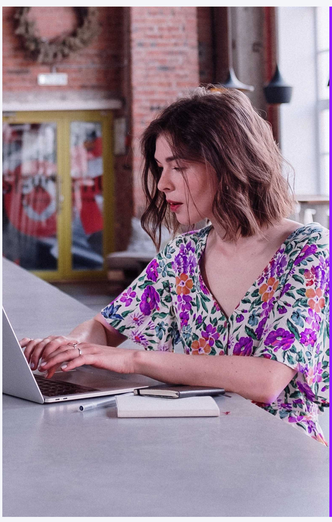
1.1 - The Deadweight of Outdated Systems

Humans inevitably seek the path of least resistance. That impulse has led us to invent novel solutions, automate simple tasks and evolve to higher levels of thinking.

But it also means we have little tolerance for overcomplicated or time-consuming ways of doing things. Today's customers demand fast, easy service—in fact, 71% believe their problem should be solved immediately upon contacting customer service[1].

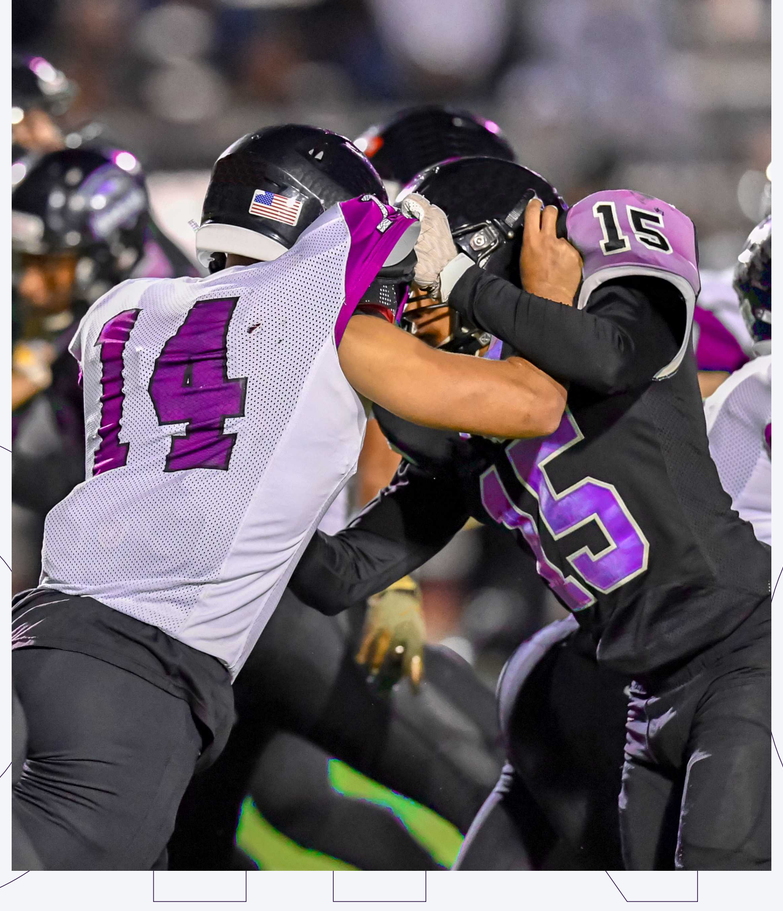
That expectation can be especially challenging to meet during peak shopping season, particularly if you're using outdated legacy systems as part of your CX. Inefficient tools and technology put you at a serious disadvantage, causing friction for customers and employees alike. And because we seek the path of least resistance, if a system is overly complex, buggy or frustrating to use, people will gravitate toward an easier option (i.e. your competitor).

On the other hand, solutions that are fine-tuned to your customers' preferences for quick, satisfying service present a major competitive advantage—and can reduce the time agents spend on standard processes by about a third[2]. If your competitors are doing this better than you—especially during peak periods—that's a problem.



THE DIGITAL DIVIDE IN CX

47% of customer service managers say outdated technology is their toughest challenge in delivering great service



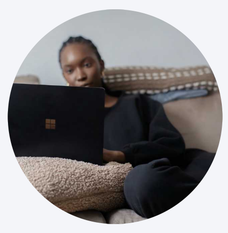
1.2 - The Competitive Pricing Push

During the seasonal rush, businesses face more intense competition around pricing than at any other time of year. As they battle for market share, they face a few key challenges:



Meeting heightened eCommerce expectations:

Particularly with the rise of online shopping, retailers are increasingly struggling to keep up with new delivery mechanisms and timeframes being offered by market leaders who drive much of the competition pressure.



Managing market volatility:

There are added pressures now too, as a result of volatile market conditions created by the coronavirus pandemic. Some consumers are under increasing financial strain as the pandemic takes its toll on household income, while others find themselves with more disposable income than ever because they're spending less on things like travel and dining.



Responding to pandemic-driven lifestyle shifts:

Changes in consumer behavior spurred by the pandemic have made it challenging for businesses to stay on top of supply and demand. Predicting purchasing decisions is more difficult than ever and that means brands have a lot to consider when pricing their products for the seasonal rush.

Ultimately, companies face the same intense pressure they've always faced during peak periods, only under different conditions—that is, the struggle to keep prices competitive while delivering service that meets customers' expectations and wins their loyalty.

1.3 - The Risks of Forecasting Fails

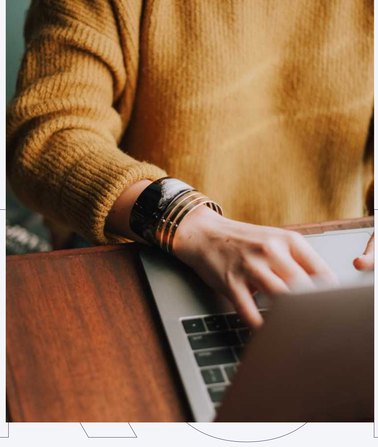
"Stick to service level targets but keep staffing costs low." It's the struggle of workforce managers everywhere all throughout the year, but especially during seasonal hiring when they're under pressure to do more with less—and strike the perfect balance between service levels and labor costs. Whether you bring on too many seasonal workers or not enough, inaccurate forecasts and poor scheduling decisions can have a significant impact on the bottom line.

The best workforce planning allocates precisely the right resources at the right time to allow customer service teams to operate at peak performance during the seasonal rush. But many companies struggle to find that sweet spot, whether because they lack data from previous years or don't know how to properly analyze and apply it to predict future scenarios.

While insights from last year can shed light on what's coming next, they don't tell the whole story. The coronavirus pandemic created conditions this year—such as stay-home orders and store closures—that may not be at play two or three years down the road. Similarly, the convergence of American Thanksgiving and the first day of Hanukkah in 2013 created unique conditions for retailers that aren't expected to happen again for thousands of years.[3]

Optimizing staffing levels requires precise forecasting. And accurate forecasting requires a combination of experience, knowledge, data, analysis—and significant preparation. If your organization doesn't have a sophisticated workforce management (WFM) process or associated expertise, it can be challenging to do this well during your seasonal ramp. The result? Service levels will suffer, and you'll likely end up over- or under-spending on seasonal labor.





1.4 - The Seasonal Recruiting Slog

While hiring temporary employees helps you pivot to address workload fluctuations, maintain staffing flexibility and evaluate workers without commitment, there are also big challenges involved.

The majority of seasonal workers will only be with you for a few months or less. When you consider the resources that go into training them, it can feel like money down the drain. While their training is compressed into a shorter time span, they still need to reach a similar level of proficiency to your full-time staff and be sufficiently knowledgeable about your company, products and processes to deliver a consistent experience. Here are some of the key seasonal hiring challenges companies face today:

Companies spend an average of 42 days and $4,129 hiring a new employee

Source: SHRM



Accommodating compressed training timelines:

Without the proper training, agents may feel like they're being thrown into the fire on day one, without the tools they need to do their job well. This is stressful for employees, bad for morale and onerous for managers who need to spend more time micromanaging and correcting mistakes.



Managing the burden on teams:

In addition to straining your budget and placing a heavy burden on site managers, supervisors and agents during an already challenging time, hiring high-quality seasonal employees also puts a great deal of pressure on your recruiting team.



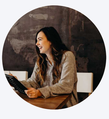
Budgeting for hiring costs:

Seasonal recruiting becomes a recurring activity that needs to start months in advance—and finding the right people takes time and budget. The Society for Human Resource Management (SHRM) found that companies spend an average of 42 days to fill a position and $4,129 per hire[4]. The investment is considerable when you consider that the entire effort supports just a few months of revenue.



Filling seasonal roles:

Considering that the competition for seasonal staff can be fierce, there's also the challenge of what happens if you don't fill the positions—or can't retain seasonal employees for as long as you need them. Almost one-quarter of retailers aren't able to hire all the temporary workers they want for the holiday season, according to global consulting group Korn Ferry[5].



Building a reliable workforce:

temporary employees carry more risk than their full-time counterparts. They are more likely to leave a job for an incremental salary increase somewhere else, according to staffing firm Veritude[6]. They are also more prone to low quality and high turnover, sometimes as high as 100% in a year.

Of course, most employees' preference is for full-time work and asking them to work on sacred cultural holidays can create conflicts. Knowing they will likely be let go after the season is complete, agents may be less motivated, more difficult to incentivize and less reliable.



"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffett



1.5 - The High Cost of Doing Nothing

During peak periods, organizations are under a lot of pressure to maintain quality and manage customer expectations while making sure costs don’t spiral out of control. Whether it’s your budget or your customer relationships, you don’t want to break either in the process of quickly ramping your seasonal support efforts.

Striking a happy balance between cost and quality requires:

- careful forecasting
- strategic planning
- precision recruiting
- expert training
- agile execution

A comprehensive approach helps you reduce launch timelines as much as possible, so you see return on investment (ROI) faster and never have to sacrifice CX.
For companies that can’t ramp fast enough to stay on top of the rush, the impact on customer satisfaction can be detrimental. As customers drop off into the black hole of long wait times, inefficient processes and unsatisfactory resolutions, there’s a good chance it’s the last time you’ll ever see them. 32% of consumers will walk away from a brand they love after just one negative experience—meaning every interaction has the potential to make or break their loyalty. [7]



2 - Peak Partnerships: The Key Elements of Seasonal CX Success

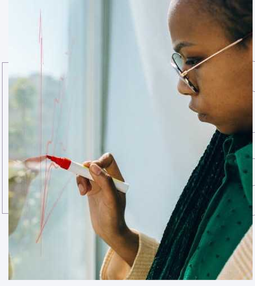
At ibex, our goal is to connect you to the people best equipped to deliver the advice, knowledge and support you need to make all your customer interactions successful. In order to do that, we have a flat organizational model that gives our clients direct access to:

- Performance Management & BI Team
- Ibex’s Elite Training Methodology
- Workforce Management Team
- Ramp-Tested PMO Organization
- Performance Optimized Interaction Technology

Especially when it comes to the quick pivot needed for a seasonal CX ramp-up, our speed and flexibility ensure your needs are met efficiently, challenges are addressed quickly, and future situations are planned and accounted for proactively.

As experienced partners during peak CX and beyond, we develop a deep understanding of your needs and environment. Through end-to-end processes and purpose-driven tools, we support you in rethinking and redesigning your seasonal CX to improve customer interactions, contact center performance and business outcomes.

And because the strongest partners work closely with their clients to co-innovate, we don’t stop there. We work together with you to build engagements strategically, scale rapidly, measure as we go, adapt as needed, and shape the future of your CX program.



2.1 - Peak Performance Management Intelligence

What's the secret to getting seasonal CX right? In large part, it comes down to two key processes: Glide Path Modeling and Complexity Mapping, delivered by our sophisticated Business Intelligence (BI) team. These aren't quite a crystal ball—but they're the next best thing.



Proprietary Glide Path Modeling

A glide path is a planning and forecasting analysis that optimizes service levels and labor costs by analyzing a range of factors. The BI team performs this analysis to identify the number of agents needed at specific intervals of the seasonal ramp—all done in advance to ensure resources are planned and accounted for. Glide paths meticulously account for every possible factor that could impact service, including historical trends, past performance, call triggers and peak contact periods, while taking into account costs, goals, objectives, recruitment needs, and more.

This analysis is accompanied by specific key performance indicators (KPIs), used to measure success at each ramp interval, as well as tools to correct performance, maintain agent retention and engagement, and ensure consistent CX performance through the holiday volume spike.

Performing comprehensive planning and analysis well ahead of the rush ensures that, when it's go-time, you're hitting service levels, sailing smoothly—and making it look easy.

Projecting glide goals

1. Review **historical performance trends** for each week to calculate wave performance averages with small increases to account for proficiency over time.
2. Look at **proficiency and maximum performance caps** to determine the ceiling on average handle time (AHT) and accurately set top-end proficiency targets.
3. Review **vendor competitor year-over-year performance trends** to determine feasibility when setting targets.
4. Review variables like **projected volumes** by wave and tenure of each group.
5. Review **projected attrition** weekly and factor into each wave the number of agents, calls/chats per day, and AHT performance for remaining agents.
6. Set **glides and performance milestones.**



2.2 - Complexity Mapping

Insights to win it

Building on your wins and pinpointing areas for improvement in your seasonal CX aren't possible without relevant data and insights. Beyond glide path planning, our BI services ensure you're equipped with continuous quality assurance and robust performance management capabilities.

- Analyze interactions across the customer lifecycle
- Discover triggers for customer contact & churn
- Reduce Cost & Improve Program Performance

A good BI program connects the dots between operational teams and touchpoints, ensuring multi-functional alignment and communication. In order to do that, we're always monitoring performance levels and making recommendations for real-time program adjustments. By analyzing interactions across the customer lifecycle, our BI services transform data into relevant insights that drive efficiencies in your processes and workflows.

- Glide Path Creation
- Agent Quartile Management
- DSAT Analytics
- Value Stream Mapping
- Complexity Mapping
- Call Silence Ratio Analytics
- Dream Team Profiling

By understanding areas for potential program enhancement and cost reduction, you can focus on improving the right parts of your contact center, increasing employee productivity, reducing costs and enhancing seasonal CX through insights into core business components, including:



Agent Performance

Understand the four quartiles of agents and their impact on site performance through DSAT review and feedback. Focus your efforts by tracking lowest-quartile agents and determining who is improving, regressing and staying flat.



Customer behavior

Discover triggers for customer contact and churn through behaviorally driven root cause analysis.



Customer demographics

Understand customer preferences and profiles based on their demographics.



Demand

Review how your sales ebb and flow during seasonal periods.



Recruitment

Analyze employee retention and spend.



Quality:

Regularly evaluate quality by analyzing interactions across the customer lifecycle.



2.3 - Speed to Proficiency Through High-Tech Training

Along with hiring reliable, customer-focused agents, winning customer service teams set themselves apart by accelerating speed to proficiency for their seasonal employees. Ensuring they're onboarded, trained and up to speed as quickly as possible is necessary if you want to deliver the level of service customers expect, especially during peak seasons when call volumes skyrocket and even the most seasoned reps are put to the test.

Leading CX training methodology

ibex's proprietary Training Innovation & Design Model takes a highly sophisticated and performance-driven approach to preparing talent for seasonal CX program launches. Our gold-standard tried and tested methodology for training leaders and agents quickly and effectively is based on extensive experience launching CX teams. Last year alone, we successfully launched nine new clients and managed seven simultaneous holiday peaks.

At the heart of our world-class methodology are these three core components.



Upfront leadership investment

In order to successfully ramp your seasonal CX, managers need to be ready to lead from day one. That's why, at ibex, we use the Wave 0 philosophy for launching seasonal CX programs. Wave 0 gets leaders leaned-in, invested in your brand and prepared to make smart, strategic decisions before the first agent is even hired.

As part of Wave 0, all leaders, managers and support staff (e.g., QA, trainers) are hand-picked ahead of the program launch and complete training together as a group. By taking live calls, they get hands-on experience with real customers that supports a deep understanding of top call or chat drivers, common customer issues and resolutions, as well as the brand vision and mission.

When it comes time to onboard the CX team, leaders are well equipped to guide their reports toward success. All leaders interact with their teams while agents are in training, so they have a strong foundation from the get-go, allowing you to quickly deliver performance that's above your network average.



Everyone from the CEO down to the contact center agent should know what it feels like to be a customer

Blake Morgan, CX futurist, speaker and author



Experiential learning

Onboarding and training are essential components of an agent's success and a poor experience can be harmful to their performance. The potential for failure is even greater in a remote work environment, where, without the right virtual training tools, a rep might end up completely unprepared to interact with your customers.
Our progressive experiential learning approach is guided by three key steps designed to provide advocates with real-world, hands-on experience without real-world consequences:

Show me →	Learners observe best practices in a call while a virtual facilitator explains each step.
Guide me →	Learners get practice in a controlled environment to master call drivers and reduce handling time while ensuring accuracy.
Let me →	Learners navigate through the process on their own for certification.

We regularly review the program curriculum to ensure top call and chat drivers are reflected in the training content. This allows us to focus and accelerate training for seasonal ramps and ensure speed to green.



Training technology

Our process for maximizing proficiency among new hires during seasonal ramps integrates leading-edge eLearning technologies.

Simulated training environments →	provide agents with a progressive hands-on approach to solving top customer concerns through scenarios that help learners master top call drivers. Learners are exposed to lifelike simulations of customer-agent conversations that make the learning experience as comprehensive as possible. This approach reduces time to proficiency and promotes continuous improvement for bottom-quartile performers.
Micro-learning →	allows new hires to grasp concepts in easy-to-digest, 5-7-minute online courses that target specific learning objectives and improve retention.
Gamification →	of the training experience incentivizes learners to build positive behaviors using rewards (e.g., gold starts, miles, points, badges) to build engagement and improve performance.
E-Learning →	provides highly interactive and customizable courses that maximize employee development and engagement goals. Learners can access modules on multiple platforms—desktop or mobile—ensuring ease, accessibility and analysis.

Through precision-hiring, immersive training, and an unparalleled employee engagement program, ibex delivers industry-beating attrition rates.

Top-notch training for the Leading Craft Retailer in North America:

100%	virtual training	**100%**	fill rate on every class
Sub-3.5%	attrition	**Both**	tier 1 and tier 2
4.8%	absenteeism	**Flex staffing**	across channels, at home and in-center



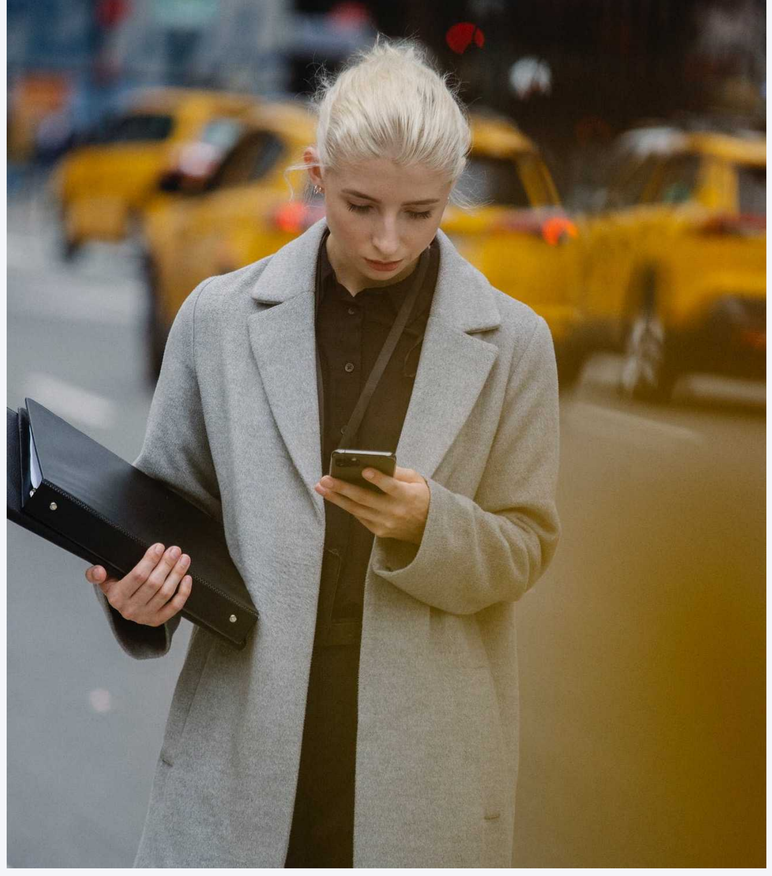
Training digital-savvy talent

Delivering strong seasonal CX also increasingly means nailing the digital experience—particularly as more shoppers migrate to eCommerce. Ensuring your CX is catered to digital customers' expectations and behavior is only possible if you have customer-centric, tech-fluent agents to make it happen.

[Companies should focus on] up-skilling support agents, turning them into digital customer service assistants—hiring people and training them to let them master conversations across digital channels.

Paolo Fabrizio, digital customer service consultant, trainer and speaker[8]

At ibex, our expert training model produces top-tier digitally fluent agents for fast seasonal execution. Through training that's entirely digital-first, virtual and mobile-enabled, we set them up to deliver great experiences for your customers. Our engaging, interactive and purposeful employee onboarding and training process incorporates experiential learning, scenario-based methodology, role plays and guided practice that is quickly applied on the job to support fast proficiency.



2.4 - Staffing Up Strategically: Integrated Workforce Management

When staffing up for peak season, success isn’t just strong recruiting and training. It’s also highly dependent on how efficiently you run your contact center. In other words, how well can you rise to the challenge of maintaining service levels while keeping costs under control?

Through integrated workforce management (WFM) processes, ibex helps you optimize your team’s productivity through accurate forecasting and smart scheduling. By developing strategic partnership with our clients, we find creative solutions to staffing challenges and provide comprehensive expertise in WFM support for all channels and call types.

The science of maximum performance

With a WFM approach, you can maximize agent productivity by anticipating the correct volume of transactions and scheduling the right number of agents with the right skill sets at the right time using these key elements:

Forecasting: Using a scientific approach with cutting-edge technologies and methodology, we build highly accurate long- and short-term term forecasts. Our highly efficient agent schedules align to interval requirements, factoring in interval forecasted volume, AHT and shrinkage.

Workforce Planning: Working behind the scenes and making sure everything goes off without a hitch, our workforce planners and schedulers maintain hiring plans, develop rolling forecasts, generate schedules, maintain rosters, and keep everything running smoothly on a weekly basis.

Future-focused Insights: Workforce planners also provide guidance on staffing levels to achieve all critical metrics while balancing productivity goals. Keeping a close eye on emerging trends and patterns that can be applied to future forecasting and scheduling, they document the details behind the data to ensure we continue to meet and exceed service expectations.

Going the distance

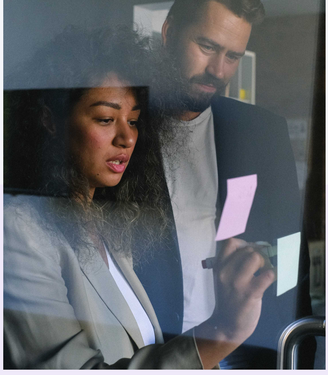
When it comes to meeting and exceeding service goals, the command center team is the “last mile.” Responsible for the tactical execution of the workforce plan, they take care of live, ongoing performance optimization, including the following:

Real-time adjustments: The command center engages in exhaustive real-time monitoring and forecasting that they use to adjust staffing trajectories and achieve service. By monitoring real-time call volume and scheduling conformance, they make the most of staffing resources for the strongest performance possible.

Balancing cost and quality: Real-time analysts work efficiently to balance service levels for the contact center across programs, internal locations, lines of business and products. They manage performance according to service level agreements (SLAs) and efficiency goals, focusing at all times on creating positive experiences for customers while maintaining a productive contact center.

Millions of satisfied customers

190K	Calls per day	91.4M	Calls per year
64	Lines of business		



2.5 - Choreographing a Seamless Ramp

With so many moving parts to planning, launching and fine-tuning your seasonal ramp, there's one key component that connects all the pieces of the puzzle and brings the full picture into view: the project management office (PMO) team. Our world-class project managers bring everything together, skillfully managing the intricacies and complexities of the seasonal ramp so that, when peak season rolls around, your team is set up for success and ready to handle any customer interaction.

Reduce Client Effort

The number-one goal of the PMO team is to reduce the level of effort required for our client teams to get up and running. Project managers streamline communication between our organization and yours, execute the project at all levels, at all times, and keep everything seamlessly integrated, ensuring we get it right the first time.

Above all, they choreograph a complicated dance and make it look easy, managing all activities to ensure success across teams that support each other, including IT (tools, technology, data), workforce management (staffing, scheduling, forecasting), recruiting (hiring agents and managers), training (onboarding, learning, development), operations (across client and ibex teams), quality (calibration, CX) and facilities (workspace, client branding).

End-to-end coordination and oversight

Project managers keep synergies flowing from start to finish and beyond through the following phases.

01 Project Initiation

At the outset, the PMO team takes care of project kickoff, due diligence sessions, knowledge transfer, client culture immersion, risk mitigation and project planning.

To ensure everyone is on the same page when it comes to project scope, timing and next steps, they conduct kickoffs internally and with the client team. And they oversee all the steps required for the project to get off to the right start, including:

- in-depth project review
- budget approval
- governance model development
- IT solutioning
- risk mitigation
- ramp planning

02 Planning

Long before a single agent is hired, project managers coordinate essential elements of the ramp and lay the groundwork for a successful launch, including:

- finalizing the IT solution
- planning training
- identifying management ratio gaps
- designing change management
- establishing WFM processes
- ensuring facilities readiness and branding

03 Execution

When it comes time to implement, project managers are crucial to ensuring everything goes smoothly, including:

- security and IT implementation
- training room readiness
- Wave 0 and support staff onboarding and certification
- agent training
- production floor readiness
- business continuity plan (BCP) reporting setup
- end-to-end IT testing
- go-live readiness

04 Monitoring

The PMO team's work continues during and after the launch too, coordinating and monitoring a variety of moving parts, including:

- on-the-job training (OJT)
- performance reports
- client feedback collection
- quality reinforcements
- ongoing agent development.

05 Business as Usual

During business-as-usual, project managers continue ensuring the ramp is successful over the long term, coordinating these key elements and more:

- business review
- change management
- continuous training needs
- regular client updates
- developmental and performance enhancement
- quality monitoring
- yearly compliance training

Whew—that's a lot to manage. And they do it proficiently, professionally—and successfully—every time.



3 - Case Studies

Postmates

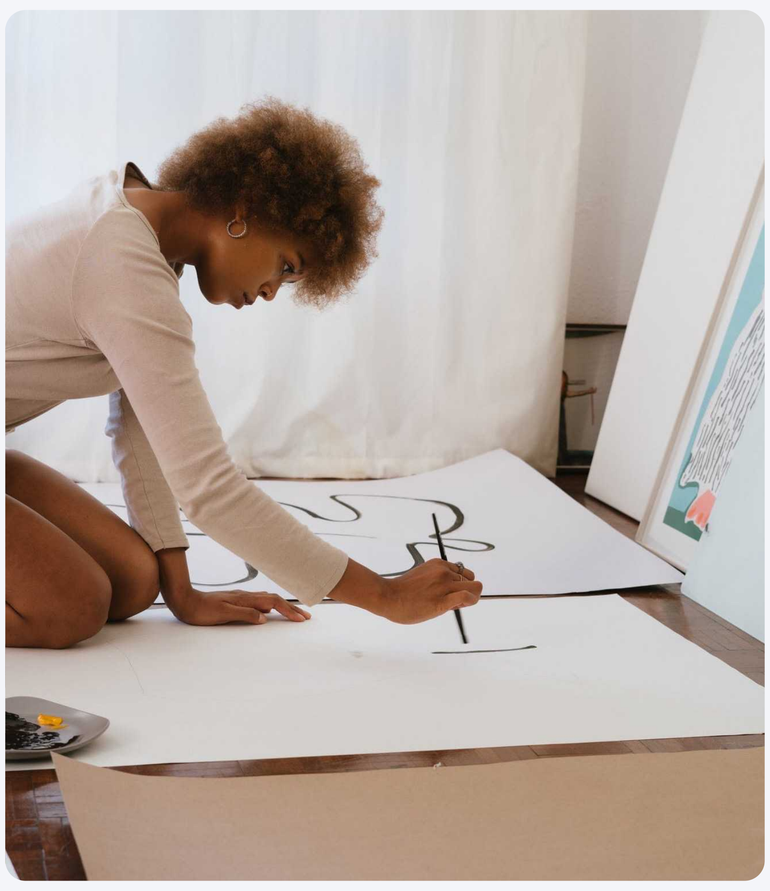
Postmates is a hyper-growth company that offers local delivery of restaurant-prepared meals and other goods. With more than 500,000 fleet members and 600,000 merchants serving 80% of US households across all 50 states, they needed an experienced CX outsourcer and consultant to deliver comprehensive customer, technology and payments support.

In the midst of a complex delivery environment and dramatic volume spikes due to COVID-19, ibex helped Postmates launch intelligently, get to proficiency fast, and deliver expert peak and seasonal support to the consumer, logistics, and retail/ restaurant markets.

Results

- **#1** Named #1 vendor in client network
- **90%** Achieved 90% CSAT and 85% QA attainment
- **$1M** Saved $1M annually by identifying a reporting glitch driving AHT irregularities
- **100%** Executed 100% virtual training, hitting 90-day pilot goals in half the time
- ↑ Scaled from 20 to 200 FTEs by year-end with planned expansion to a second site

Read the full case study.



North America’s Largest Crafts Retailer

The largest arts and crafts specialty retailer in North America operates more than 1,250 stores in 49 US states and across Canada. Rebounding from a difficult 2019 holiday season, compounded by a volume shift to digital support driven by COVID-19, the DIY retail giant knew the success of its fast-approaching 2020 season depended on securing an experienced seasonal CX partner.

ibex answered the call to deliver industry-leading forecasting, planning, and execution of a seasonal ramp with low AHT, low attrition, and expert digital channel management.

Results

- **444** Deployed 444 seasonal agents, in center and at home
- **91%** Achieved remarkable 91% success with complex agent training rollout
- **450K** Delivered 450K digital and voice interactions during one-month seasonal stretch
- **3.3%** Maintained 3.3% attrition rate and < 3% absenteeism for seasonal agents, well below industry averages
- ↓ Reduced abandon rate by 4 points over previous vendor

Read the full case study.

4 - Conclusion

There’s a lot riding on your seasonal CX efforts but with careful planning and the right expertise, you can make sure every peak season is your best performance yet.

Beyond staying afloat while your support team gets inundated with inbound traffic, making the most of the seasonal rush is about harnessing customer demand as an incredible opportunity to drive better business outcomes.

With fully integrated cross-functional teams working in lockstep, you can ensure proficient forecasting, hiring, training, implementation and execution. And with the right CX partner providing expertise, guiding your path and helping you launch successfully, the peak results will speak for themselves.

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