

Preparing for Peak Season 2020: Your Action Checklist

Digital will dominate, so consider how you're going to retain and upsell

- Social proof (reviews and views) to drive CVR
- Recommendations to facilitate cross-sell
- Revamp triggers—most-opened touchpoint

Mobile leads the way: build a bespoke strategy for this channel

- Leverage push notifications to minimise abandoned checkouts
- Personalise loyalty messaging
- Build an experience with gamification / AR

Expect cost conscious consumers —but combine discounting with a demonstration of brand value

- Show customers the value of their loyalty
- Leverage your social community with UGC

Build agile processes that rely on real-time data to power the customer experience

- Be proactive and transparent with delivery status
- Showcase real-time product availability