

Prepare for Peak Season Checklist

This checklist will help you ensure that your ecommerce business is well prepared for the peak shipping season, minimizing disruptions and maximizing customer satisfaction.

1. Initial Assessment

- ☐ Review your stock levels to ensure you have sufficient stock for high-demand items.
- ☐ Evaluate your existing order processing system and other technology.
- ☐ Identify pain points and areas for improvement.

2. Forecasting and Planning

- ☐ Establish your projections for the season, leveraging historical data.
- ☐ Confirm supplier lead times and capacities.
- ☐ Develop plans for supply chain disruptions.

3. Warehouse Preparation

- ☐ Optimize and streamline your warehouse layout for efficient picking and packing.
- ☐ Secure the additional staff members you'll need.
- ☐ Train your staff on peak season processes and safety protocols.

4. Technology and Systems

- ☐ Ensure that your warehouse management system (WMS) is integrated and updated.
- ☐ Confirm that your order management system (OMS) is ready to handle increased volume.
- ☐ Implement automation for repetitive tasks like packing and labeling.
- ☐ Make sure your parcel tracking system is up and running well.

5. Carrier and Shipping Strategy

- ☐ Review and negotiate contracts with multiple carriers to minimize disruptions.
- ☐ Put rate shopping tools in place to find the best shipping rates.
- ☐ Offer multiple shipping options to customers.
- ☐ Use load planning software to ensure optimized cartonization, palletization, and load planning.
- ☐ Optimize your transportation strategy to keep costs down.
- ☐ Offer insurance options to customers to protect against loss, damage, and porch piracy.

6. Customer Communication

- ☐ Display your shipping policies and deadlines clearly on your website.
- ☐ Provide real-time order tracking for customers.
- ☐ Prepare your customer service team for increased inquiries.

7. Marketing and Promotions

- ☐ Plan and schedule your marketing campaigns.
- ☐ Set up discount codes and promotions in advance.
- ☐ Allocate sufficient inventory for promotional items.

8. Financial Preparedness

- ☐ Set a budget for peak season expenses.
- ☐ Ensure adequate cash flow to cover increased costs.
- ☐ Review insurance policies to cover any potential losses.

9. Performance Monitoring

- ☐ Define and monitor key performance indicators (KPIs) such as order fulfillment time, shipping accuracy, and customer satisfaction.
- ☐ Capture and use real-time data to make informed decisions quickly.
- ☐ Plan for a post-season review to identify improvement areas.

10. Returns Management

- ☐ Clearly communicate your returns policy to customers.
- ☐ Prepare for handling returns efficiently.
- ☐ Develop procedures for restocking returned items.



After going through this checklist, if you have identified any areas of concern, shoot us an email at sales@easypost.com.

[Download the EasyPost Peak Season Toolkit.](#)