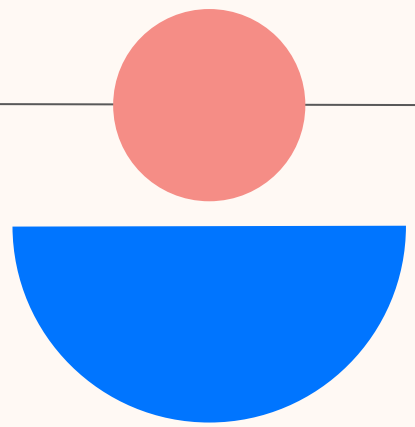


BFCM Preparation Checklist



WEBSITE

- Establish FAQs (consider including promotion details) and include in quick links
- Confirm return/shipping policy pages are correct and available in macros/quick links
- Check contact us page is correct (consider including business hours and/or response time)

ACCOUNT

- Set business hours
- Create views for prioritising tickets based on SLA
- Set out escalation process

CHAT

- Activate quick replies
- Activate self service, including eligibility criteria for returns and cancelations
- Activate campaigns for cart page and product pages

MACROS

- Create macro for cancellation, partial refund or free shipping macros (Shopify actions)
- Create macro for FAQs (eg. promo details/link to page, BNPL options, out of stock enquiries, etc...)

RULES

- Create rule to auto reply to emails (inc. FAQ links, expected response time and urgent escalation option)
- Create rule to auto assign/tag escalated tickets
- Create rule to auto reply to return/cancelation requests via self service

TEAM

- Consider an incentive for high performance/revenue over the busy period
- Consider sending team members a food delivery voucher, free dinner or a gift card if they are picking up extra shifts
- Provide team with necessary information ahead of time
eg. promotion details (what is/isn't eligible), responses to anticipated push back (eg. "i bought this full price last week and now it's on sale") and clarification on when they should escalate to a team lead