

PEAK SEASON READY?

A PRE-PEAK CHECKLIST FOR RETAILERS

Peak performance starts long before the first surge in orders. Before volumes climb, use this checklist to make sure your delivery operation is ready.



1. Forecast Your Peak

Have you shared expected daily and weekly volumes with your delivery partners?

Have you identified your highest-volume days and promotional periods?

☐ Do you have a plan for unexpected volume increases?



2. Stress-Test Your Integration

☐ Are orders flowing correctly from your systems to your delivery partner?

☐ Are labels, manifests and shipment data accurate?

☐ Have you tested the process from order creation through final delivery?



3. Confirm Capacity

☐ Have you reviewed pickup requirements and cutoff times?

☐ Can your delivery network accommodate projected peak volumes?

☐ Is there a contingency plan if demand exceeds forecast?



4. Review Your Delivery Promise

☐ Are delivery expectations realistic during peak?

☐ Do your website and checkout experience communicate them clearly?

☐ Are internal teams aligned on what customers have been promised?



5. Get Visibility in Place

Can your team easily monitor shipment status and delivery performance?

☐ Can you identify exceptions before they become customer complaints?

☐ Do the right teams have access to the delivery data they need?



6. Test the Customer Experience

☐ Are tracking and delivery notifications working properly?

☐ Are delivery instructions being captured and communicated?

☐ Is the post-purchase experience consistent with your brand?



7. Build an Exception Plan

☐ Who takes ownership when a delivery doesn't go as planned?

☐ Is there a clear escalation path between your team and your carrier?

☐ Can issues be identified and acted on quickly?



8. Align Your Teams

Are e-commerce, operations, customer service and logistics working from the same peak plan?

☐ Does everyone know who to contact when something goes wrong?

☐ Have key escalation contacts been confirmed with your delivery partners?



9. Establish Your Peak Scorecard

Before peak begins, agree on the metrics that matter most to your business:

- ☐ On-time delivery performance
- ☐ First-attempt delivery success
- ☐ Exception rates

Customer complaints

- ☐ Delivery visibility
- ☐ Overall customer experience



10. Have the Peak Conversation Now

Don't wait for volumes to surge. Meet with your delivery partners before peak to review:

Forecast → Capacity → Integration → Performance → Escalation → Customer Experience