



# Mplus



## The Ultimate Guide to Navigating CX Peaks in Retail and E-Commerce

November and December always abound in the greatest e-commerce and retail peak seasons. Whether it's Black Friday, Cyber Monday, or Christmas, you simply have to be ready for that moment.

**So here is your guide to translating peak challenges into opportunities.**

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## INTRODUCTION

Since the COVID-19 pandemic and acceleration in digital transformation, the value of the e-commerce and retail industry has been constantly growing.

**In 2021, retail e-commerce sales amounted to approximately \$5.2 trillion worldwide.** This figure is forecast to grow by 56% over the next few years, reaching about \$8.1 trillion by 2026. <sup>1</sup>

The potential that the e-commerce and retail industry holds brings both promises and challenges for businesses. Nowadays, the market is more competitive than ever before, as customers are increasingly shifting to online shopping, and new businesses enter the market every day.

The key challenge for these businesses is to deliver exceptional experiences, anytime and anywhere, **especially during peak seasons, which hold 90% of the best-selling days of the year.**<sup>2</sup>

**To help you unlock the potential that ramp or peak seasons bring to your business, this guide provides you with experience-packed insights for:**

- Understanding the importance of delivering seamless experiences during peaks
- Identifying peak challenges you might encounter
- Creating a future-proof peak season strategy

**\$201.32  
billion**

In the **2022** holiday season,<sup>3</sup> U.S. online shoppers spent \$201.32 billion.

**November**

November holds 5 of the top 10<sup>3</sup> **busiest online shopping days**.

**Cyber  
Monday**

**34%** of U.S. online shoppers are<sup>3</sup> highly likely to shop on **Cyber Monday**.

**\$17.2 billion**

**Black Friday** online sales<sup>4</sup> rose by **10.2%** to **\$17.2 billion** last year.

## WHY RAMP SEASON SPELLS SUCCESS FOR RETAIL & E-COMMERCE BUSINESSES

**Peak seasons for retailers and e-commerce businesses typically revolve around specific holidays and shopping events when consumer spending surges.**

One of the most prominent peak seasons is the holiday season, which includes Thanksgiving, Black Friday, Cyber Monday, and the lead-up to Christmas. During this period, consumers are actively shopping for gifts and taking advantage of discounts.

Another significant peak season occurs during back-to-school shopping, typically in late summer and early fall. This season is especially important for retailers selling school supplies, clothing, and electronics, as parents and students prepare for the new academic year.

**The defining characteristic of these seasons is the sense of urgency and excitement they generate among customers.** These events are also eagerly anticipated and ingrained in popular culture, leading to a shopping frenzy.

Approximately 58% of customers are enticed by discounts during these seasons,<sup>5</sup> indicating a strong inclination towards limited-time deals and exclusive offers among shoppers.

Consequently, by providing compelling discounts and promotions, retailers can draw in a **significant customer base, thereby boosting their revenue rapidly**. However, the significance of ramp seasons for businesses extends beyond merely capitalising on discounts.

Many consumers seize these opportunities to uncover new brands and explore products that they might have not otherwise considered. This presents businesses with an opportunity to tap into this surge of potential customers, **potentially leading to long-term customer retention and repeat business**.

42%

of customers are willing to pay more for a better experience.<sup>6</sup>

64%

of consumers consider experience to be more important than price.<sup>6</sup>

42%

Superior experiences increase cross-selling & upselling opportunities by 42%.<sup>7</sup>

88%

of companies now prioritise the customer experience.<sup>7</sup>

## THE KEY ROLE OF CUSTOMER EXPERIENCE IN RAMP SEASON SUCCESS

We've emphasised that both retail and e-commerce are highly competitive industries, offering customers an abundance of choices. Consequently, providing the **ultimate customer experience becomes the primary distinguishing factor** for businesses in these sectors.

The increasing demand and elevated consumer expectations during these peak seasons showcase the paramount significance of how companies engage with and cater to their customers. **In this context, the customer experience emerges as a pivotal factor that can either make or break a company's seasonal success.**

A positive interaction with a company can leave an enduring impression, resulting in repeat business and fostering brand advocacy. Furthermore, a seamless and enjoyable customer experience can mitigate the likelihood of customer churn, as customers are less inclined to switch to competitors when their needs are consistently met.

**Moreover, customer experience plays a pivotal role in shaping a company's reputation.** In today's era of social media and online reviews, a single negative encounter can be magnified and disseminated widely, potentially tarnishing a company's image.

Conversely, a remarkable customer experience can **generate positive word-of-mouth**, aiding in attracting new customers and expanding market share. So companies that prioritise customer experience during peak seasons are better positioned to withstand the competitive landscape and emerge as industry leaders.

## CX CHALLENGES FOR RETAIL & E-COMMERCE BUSINESSES DURING RAMP SEASONS

Retail and e-commerce businesses frequently encounter distinctive challenges during peak seasons that can have a substantial impact on customer experience. If not managed effectively, these challenges can result in customer dissatisfaction and lost revenue.

**Here are some common CX challenges that retail and e-commerce businesses face during peak seasons:**

### Managing Increased Order & Interaction Volume

During peak seasons, the influx of customers and interactions can be overwhelming, posing challenges in effectively handling inquiries, support tickets, and returns. This can be particularly taxing if customer service relies heavily on manual operations and lacks efficient CX optimisation.

## Ensuring Consistency Across Multiple Communication Channels

Nowadays, customers use various channels, such as chatbots, social media, email, and phone, to reach customer support teams. Each channel comes with its own set of expectations and preferences. Therefore, maintaining a seamless and uniform service across all these channels becomes imperative for businesses to deliver consistent experiences.

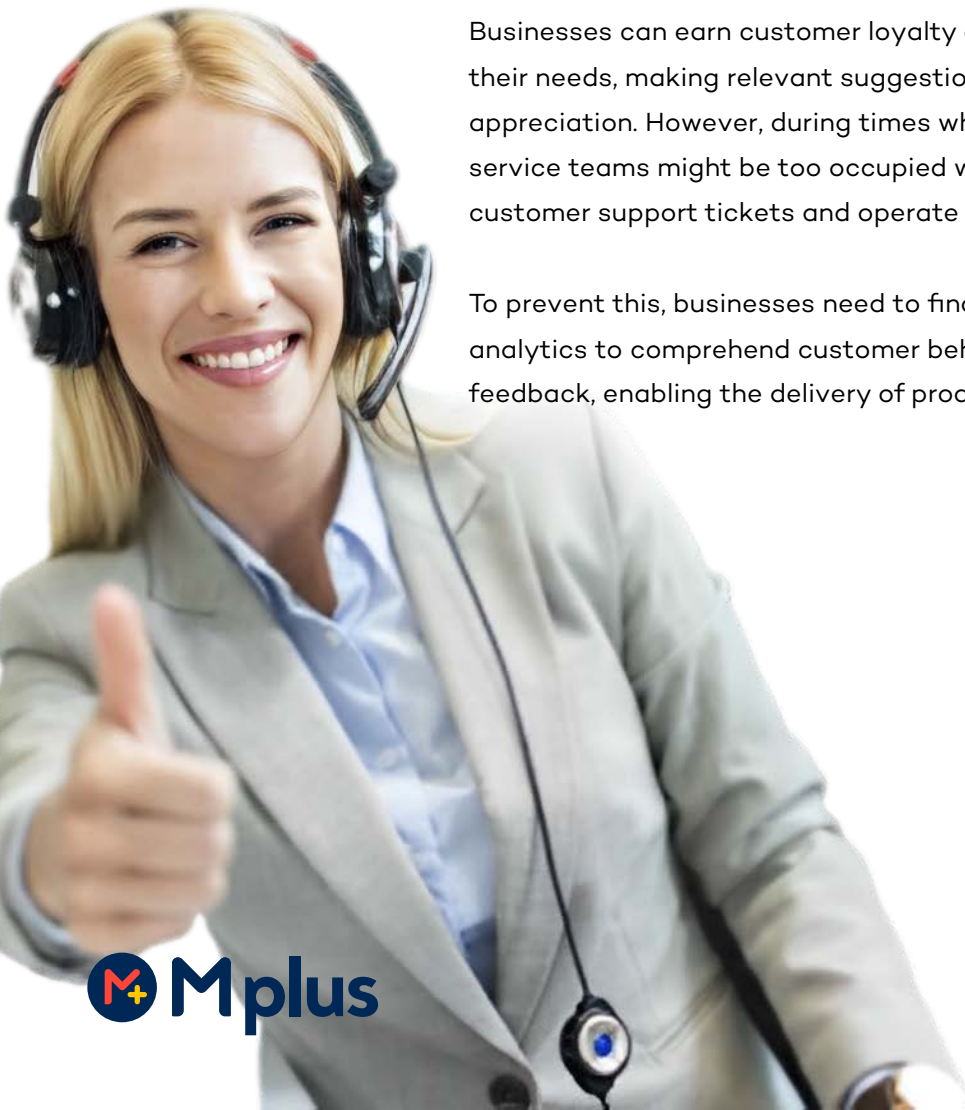
## Minimising Wait Times & Customer Frustration

Timely and efficient service is an expectation, especially during peak seasons when customers may have urgent or time-sensitive issues. Prolonged waiting times can result in customer dissatisfaction and negative feedback. Businesses need to implement a system to prevent queues, prioritise urgent cases, and reduce average handling times.

## Providing Proactive & Personalised Support

Businesses can earn customer loyalty and retention by anticipating their needs, making relevant suggestions, and expressing appreciation. However, during times when demand is high, customer service teams might be too occupied with managing queries or customer support tickets and operate with a standardised approach.

To prevent this, businesses need to find a way to leverage data and analytics to comprehend customer behavior, preferences, and feedback, enabling the delivery of proactive and personalised service.



## 5 STRATEGIES TO EFFICIENTLY HANDLE CX PEAKS

**CX peaks can challenge even the most prepared retailers and e-commerce businesses.** Whether it's a seasonal event, a promotional campaign, or an unexpected surge, CX peaks require careful planning and execution to deliver a seamless and satisfying customer experience.

**Here are five strategies to help you efficiently handle CX peaks and turn them into opportunities for growth and loyalty.**

77%

of brands believe CX  
is a key competitive  
differentiator <sup>9</sup>

### Focus on Optimising Your CX Operations

One of the key factors for a successful CX peak is having a well-optimised and agile CX operation that can handle the increased volume and complexity of customer interactions. This means ensuring that your CX team has the right skills, tools, processes, and incentives to provide fast and effective support across all channels. **Some ways to optimise your CX operations include:**

**Streamlining your workflows and automating repetitive tasks to reduce manual work and errors**

**Leveraging data and analytics to monitor performance, identify bottlenecks, and optimise resource allocation**

**Implementing feedback mechanisms to collect customer and agent insights and improve service quality**

**Providing continuous training and coaching to your CX team to enhance their skills and motivation**



**62%**

of customers want to engage with brands across multiple digital channels.<sup>10</sup>

**48%**

of customers already feel comfortable with interactions managed by bots.<sup>8</sup>

**77%**

of consumers prefer seamless communication among customer service teams to avoid repeating themselves.<sup>11</sup>

**80%**

of executives use AI technology as part of their strategies.<sup>11</sup>

## Simplify Support Accessibility

Another strategy to cope with CX peaks is to make it easy for your customers to access support whenever and wherever they need it. This means providing multiple channels of communication, such as phone, email, chat, social media, and self-service, and ensuring that they are integrated and consistent.

## Harness the Power of Self-Service Tools

Self-service tools are tools or interfaces on a website that enable users to find answers to their questions and configure their own buying experience. This helps your customers save time and effort while reducing the workload and cost of your customer service team. So it is essential to ensure that these solutions are part of your peak strategy.

## Identify the Customer Journey with Data & Analytics

By collecting and analysing data from various sources and tools, such as web analytics, CRM systems, surveys, or feedback platforms, you can gain insights into how your customers behave, engage, and convert along the customer journey.

This is also significant to enable collaboration between customer support teams. When agents struggle to access information about customer complaints and needs, customers might have to repeat their issues to multiple representatives or feel that their complaints and needs are not understood, which can lead to frustration and dissatisfaction.

## Supercharge Your CX Team with AI

AI is a powerful technology that can enhance your CX team's capabilities and performance. By using AI tools, you can augment your CX team with intelligence, automation, and innovation.

For example, our robust AI-powered customer contact center software, Buzzeasy, enhances agent efficiency by assisting them in understanding customer issues and suggesting suitable responses. It incorporates AI-based automated translation and training features, enabling agents to proactively prepare for challenging situations.

Additionally, AI-based automated translation enables customer service agents to provide support to their customers regardless of their preferred language.

## OVERCOME CX CHALLENGES WITH MPLUS'S HOLISTIC APPROACH TO CUSTOMER SERVICE

Joining forces with an experienced BPO provider can help you navigate challenges with ease and unlock a multitude of opportunities to grow your business by delivering an exceptional experience.

As one of the leading providers in Europe, we are committed to turning every interaction into an opportunity. We provide our e-commerce and retail clients with **robust CX services, solutions, and technologies** that not only reduce operational costs but also enable them to seamlessly handle fluctuations in demand while ensuring 24/7 service.



1350+

EMPLOYEES



14

CLIENTS



22

LANGUAGES



8

COUNTRIES  
SERVICED



185+

MANAGEMENT  
TEAMS



### Customer Experience

We create 360° omnichannel communication solutions via personalised platforms to facilitate both customer and agent experiences and tap into customer insights and expectations to constantly improve satisfaction.



### CX Technology

We understand that CX lies at the core, and AI serves as the tool for achieving the best CX. With this sentiment in mind, we offer an agile and AI-powered approach to transform your customer experience value chain into a digitised, human-centered environment. We develop software that digitises the entire customer care journey under one roof, enhancing adaptability and speed.



### CX Consultancy

Our holistic approach allows us to enhance our partners' operations and makes us a "one-stop-shop" through industry-leading expertise, cutting-edge technology, and a continuous improvement culture.

## LET'S JOIN FORCES TO

Help You Thrive in the  
E-Commerce & Retail Industries!

CONTACT US!

**In 25**  
Industries

**With 13,000+**  
Team Members

**In 57**  
Countries

**Speaking 32+**  
Languages

### RESOURCES

<https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

<https://www.logsta.com/gb/blog/peak-season-2023-the-top-selling-days-in-e-commerce>

<https://www.meteorspace.com/2022/08/25/e-commerce-peak-seasons-statistics-all-online-businesses-need-to-know/>

<https://www.digitalcommerce360.com/article/black-friday-e-commerce-sales/>

<https://marketsplash.com/black-friday-statistics/>

<https://www.zippia.com/advice/customer-experience-statistics/>

<https://www.superoffice.com/blog/customer-experience-statistics/>

<https://blog.hubspot.com/service/customer-experience-trends>

<https://go.emplifi.io/bridging-the-experience-gap-idc-white-paper.html>

<https://khoros.com/blog/must-know-customer-service-statistics>

<https://www.gartner.com/en/newsroom/press-releases/2022-08-22-gartner-survey-reveals-80-percent-of-executives-think-automation-can-be-applied-to-any-business-decision>