



Holiday Customer Service Tips

Best Practices for a Busy Season

1. Start with Proactive Communication

- Send clear, early updates on shipping deadlines, holiday hours, and club schedules.
- Use email, SMS, and social posts to reduce last-minute confusion.
- Add an order confirmation follow-up that restates delivery timelines and provides tracking links.

2. Empower Your Team with Knowledge

- Hold a short pre-season briefing to review FAQs, policies, and escalation paths.
- Create a shared “Holiday Quick Reference Sheet” — include common questions, shipping dates, and refund protocols.
- Encourage staff to personalize their tone and approach; empathy goes further than automation during the holidays.

3. Leverage Technology Wisely

- Use your CRM and POS tools to access full customer histories — past purchases, club status, preferences.
- Enable automated responses for order confirmations and support tickets to reassure customers their inquiry was received.
- Integrate text and chat features to shorten response times.

4. Set Clear Service Standards

- Define internal targets: e.g., respond to all messages within 24 hours, resolve open cases within 48 hours.
- Monitor open tickets daily and have a “hot list” for time-sensitive VIP or replacement orders.
- Track sentiment and satisfaction through short post-purchase surveys.

5. Make Every Touchpoint Feel Personal

- Include handwritten notes or small extras (e.g., recipes, tasting cards, or QR codes linking to holiday playlists).
- Use customer names in emails and tailor suggestions based on purchase history.
- Train staff to spot cues for upselling gently — such as suggesting a club membership or holiday bundle when relevant.

6. Plan for Problem Resolution

- Empower your team to issue quick fixes (credits, shipping upgrades, replacements) without lengthy approvals.
- Create prewritten templates for common scenarios (missing shipment, incorrect item, delayed delivery).
- Keep a “make it right” budget for goodwill gestures.

7. Optimize Post-Holiday Follow-Up

- Send thank-you notes or digital postcards to express appreciation for continued loyalty.
- Use your CRM data to identify first-time buyers and invite them to join your club or mailing list.
- Review support metrics in January to identify bottlenecks and training needs for next year.

8. Celebrate Your Team

- Recognize standout team members not just with words, but with meaningful rewards: a holiday bonus, gift card to a favorite local spot, or a small commission for upselling success.
- Provide snacks, flexible shifts, and end-of-season perks to keep morale high.
- Happy teams create happy customers.