



# Your peak ACTION PLAN



Traffic Growth	Unit Price	Revenue	Sales Volume	Rev. Increase	HETT201	SUB 801	SUB 009
0.01%	\$ 2,178	890	120,020.00	9%	1.23E+00	12	45%
85%	\$ 1,000.00	654	44,545.00	34%	5.6E+01	343	67%
8%	\$ 5,540.00	454	4,324.00	4%	4.5E+01	3,434	45%
120%	\$ 34,344.00	454	65,464.00	3%	1.2E+01	243	67%
24%	\$ 43,232.00	34	43,444.00	3%	4.2E+01	33,332	55%
87%	\$ 657,463.00	878	4,545.00	34%	3.43E+02	322	87%
0.03%	\$ 2,178	890	120,020.00	9%	1.23E+00	12	5600%
45%	\$ 1,000.00	654	44,545.00	34%	5.6E+01	343	45%



At GFS we spend a large portion of the year **thinking and talking about peak** and we've seen every success and pitfall (and every plan B).

This is why we wanted to share our process with you, to show you how we help hundreds of retailers plan for peak year after year, so you can take away some expert tips to make your next peak your best yet.

**So what do you need to do?**





# July/August:

## Plan early to get ahead.

Work with Sales/Marketing to understand promotion schedule, and look at your metrics from last year to forecast expected parcel volumes by day, carrier and service.



### TOP TIP:

*Ask your carriers for further insight and intelligence to help form your strategy.*

22 23  
29  
30  
Black Friday!

up to  
50% off



# September:

## Affirm your delivery strategy.

- Is your carrier and service mix fit for peak?
- Do you need earlier, later or additional collections?
- How confident are you in your carrier performance levels?
- How agile is your technology? Will it be easy to adapt or switch delivery services?



### TOP TIP:

What is your plan B? **Go multi-carrier**  
to give you flexibility and speed to  
recover in order to reduce risk.





# October:

## Last chance to lock down your carrier service mix

- Provide final forecast and capacity requirements to carriers
- Ensure IT is stable with no major updates scheduled – install the latest carrier gazeteers
- Make sure you have enough stationery and packaging – including labels and flyer bags
- Check last shipping dates for delivery in time for Christmas Day



**TOP TIP:**

*Check the accuracy of your pre-advice data imports to reduce errors that could impact the customer and operational KPIs.*

	DHL Express	DHL Parcel	DPD	DPD L
Wednesday 18th December	Normal service	Normal service	Normal service	Normal service
Thursday 19th December	Normal service	Normal service	Normal service	Normal service
Friday 20th December	Normal service	Normal service	Normal service	Normal service
Saturday 21st December	Closed	Saturday deliveries only	Prebooked collections only - Saturday deliveries as normal	Prebooked collections only - Saturday deliveries as normal
Sunday 22nd December	Closed	Closed	Prebooked collections only - Sunday deliveries as normal	Prebooked collections only - Sunday deliveries as normal
Monday 23rd December	Normal service	Normal Service - Next Day deliveries due on 24th	Normal Service - Next Day deliveries due on 24th	Normal Service - Next Day deliveries due on 24th
Tuesday 24th	Collections with extended transit times	Normal service	Normal service	Normal service
	Closed	Closed	Closed	Closed
	Closed	Closed	Closed	Closed



# Nov/Dec:

## Manage expectations and minimise risk

- 1. Think on your feet and adapt** – Use your contingency plans and be prepared to switch carrier lanes, and change cut-off times to slow down and prevent parcel backlog.
- 2. Keep customers updated** – Give customers expected delivery dates and continue to send delivery notifications throughout delivery to manage expectations.

*Don't depend on your carriers – working with an independent multi-carrier provider will give you more power and resource to recover when the unexpected happens.*

**TOP TIP:** 





# Dec/Jan:

## Don't forget returns!

1. Plan for any **post-Christmas returns** and January Sales promotions.
2. Do you have the capacity to process inbound returns and get resaleable items back into stock?
3. Make sure you send customer notifications so they can see the progress of their return
4. At what point will you refund your customer?





# February:

## Peak wash up.

Take the time to look back and reflect – what was successful, where do improvements need to be made?



### TOP TIP:

Compare with last year's peak analysis to form your plan for the next year!





Along with the biggest trading period of the year, comes pressure to make it a success. The earlier you can plan for peak, the more you'll be prepared to manage the pressure and reduce any risk that comes your way.

To get ahead, why not speak to one of our parcel experts before planning for peak 2020 gets underway?



Contact us to arrange a consultation at a time that suits you.

[CLICK HERE](#)