



# 2023 Holiday Readiness Kit

**Master the peak season ahead with our month-by-month holiday guide. Read on to ensure your most successful season yet!**





# We've made a list. And checked it twice.

2023 poses a new type of peak season — different from years past.

This year, **the average consumer is 102% more worried about rising inflation** than the coronavirus — which has dropped down the list of global worries as inflation rose to the top. **And worrying about rising prices is likely here to stay.\***

Although some say the recession fear is overdone, even the possibility of one changes how consumers and businesses spend time and money.

**Businesses focuses will shift to customer retention** — and with that, a bulletproof post-purchase experience that keeps your customers coming back.

This month by month guide will equip you for a strong peak season to set you up for months to come.

*\*Source: Statista*



# Your 2023 Holiday Checklist

## August

1. Audit your order journey for communication gaps and add additional [email triggers](#).
2. Deploy personalization strategies with [segmentation](#), notification rules, and [returns rules](#).
3. Optimize [return methods](#), destinations, and expedite refunds to minimize consumer friction.
4. Add [exchanges](#) or [store credit](#) and [gift card](#) refund methods to retain revenue.

## September

1. Set up additional [carriers](#) in your fulfillment network.
2. Connect your post-purchase ecosystem through [partner integrations](#) with Klaviyo, Zendesk, Salesforce, Rise.ai, Attentive, and Vibes.

## October

1. Ensure EDD accuracy by updating [Narvar Ship rules](#) for [packing days](#), [cutoff times](#), and [promise dates](#).
2. Configure [item visibility](#) and [multi-shipment](#) to mitigate contacts from split shipments.
3. Update your [returns rules](#) and enforce policies.

## November

1. Launch [scheduled Track experiences](#) with seasonal content to drive sales.
2. Set [banner messages](#) to broadcast delays or increased fulfillment times.





# August 2023

## Post-Purchase Checklist:

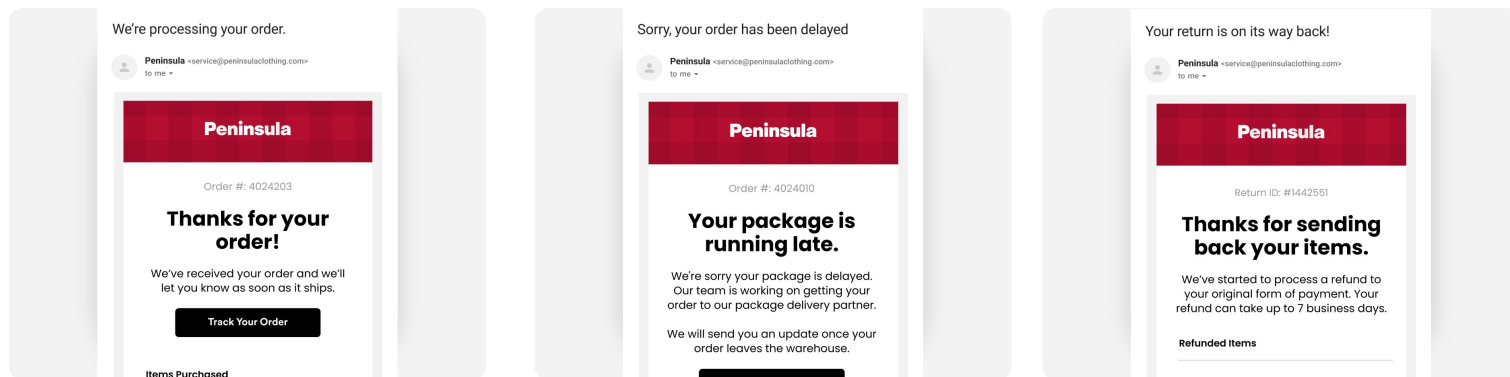
- ❑ **Audit your order journey** for communication gaps and add additional email triggers.
- ❑ **Deploy personalization strategies** with segmentation, notification rules, and returns rules.
- ❑ **Optimize return methods**, destinations, and expedite refunds for minimal consumer friction and maximum cost savings.
- ❑ **Add exchanges or store credit** and gift card refund methods to retain revenue.



August 2023

# Audit your order journey for communication gaps — and cover them.

See up to a **50% average reduction** in WISMO/WISMR with proactive email communication.



... before it ships

[Account for elongated fulfillment times](#) with pre-shipment and fulfillment delay emails.

... while it's in flight

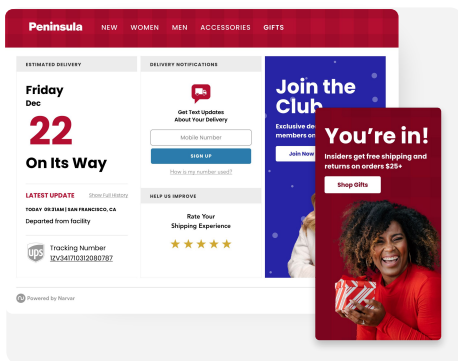
[Document packages in flight](#) with Just Shipped, On Its Way, Carrier Delay, and Delivered notifications.

... during the returns process

[Mitigate returns-related inquiries](#) with Return On Its Way and Return Delivered notifications.

August 2023

# Extend personalization throughout the post-purchase experience

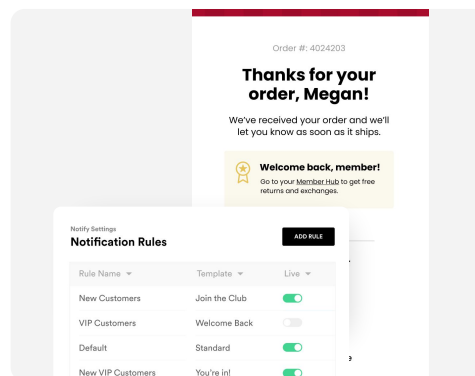


## Narvar Track

Use [segmentation](#) to Tailor Track experiences based on order, shipment, and customer data.

**20%**

Narvar customers see a 20% increase in engagement with segmentation.



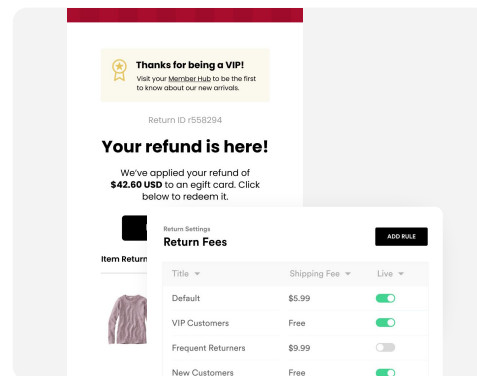
## Narvar Notify

Build Notification Rules for customized email communication based on order and customer details.\*

**83%**

of shoppers say they expect regular communication about their packages.

*\*Reach out to your Customer Success Manager to activate.*



## Narvar Return

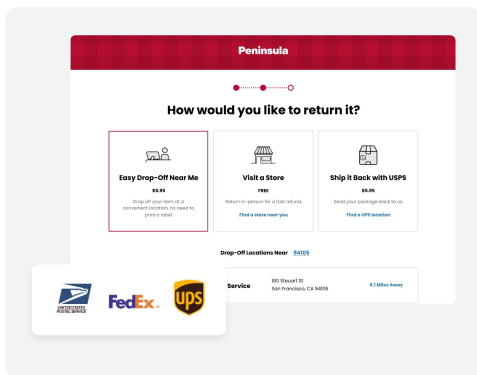
Extend return windows or waive return shipping fees for VIPs or customer types with [Return Rules](#).

**#1**

Free returns are consumers favorite aspect of any loyalty program.

August 2023

# Optimize return methods and destinations to reduce returns friction

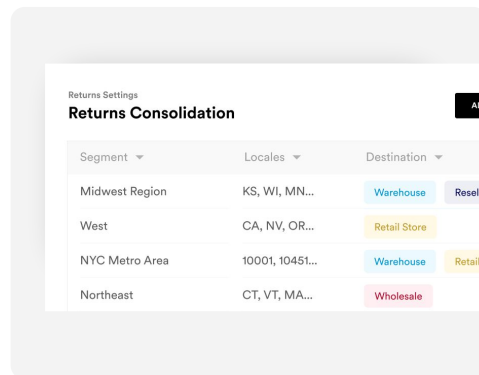


## Return Methods

Enable printerless or boxless return methods for added convenience and minimal friction.

**33%**

of consumers won't order again from a retailer if they experienced a friction-filled return.

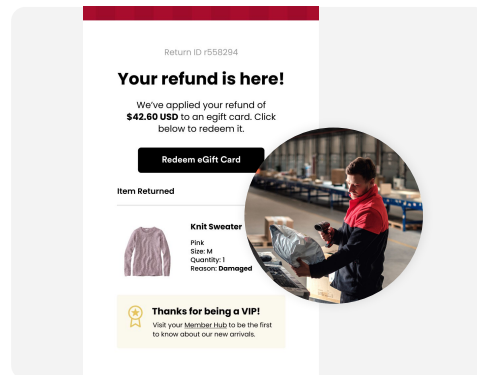


## Dynamic Routing

Use dynamic routing to cut costs and reduce dead inventory time by routing returns back to the nearest DC or store.

**\$300K**

Saved by one retailer in 3 months through dynamic routing by sending returns back to vendors directly.



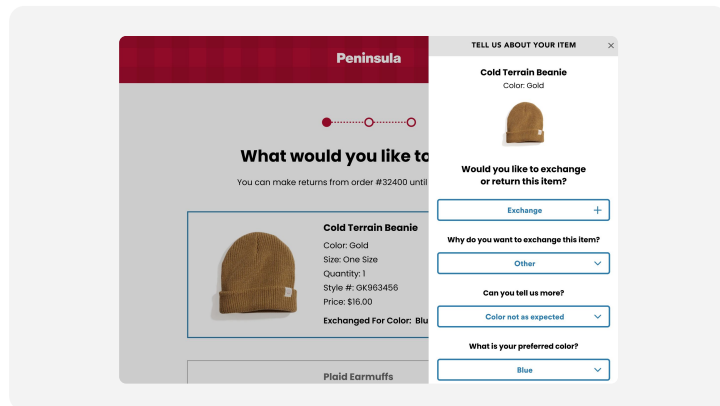
## Narvar Return

Power automated refunds at first scan at the warehouse for custom persona and order types.

**#2**

Automated refunds are the #2 most requested aspect in a loyalty program according to Narvar research.

# Add exchanges and refund methods to retain more revenue.

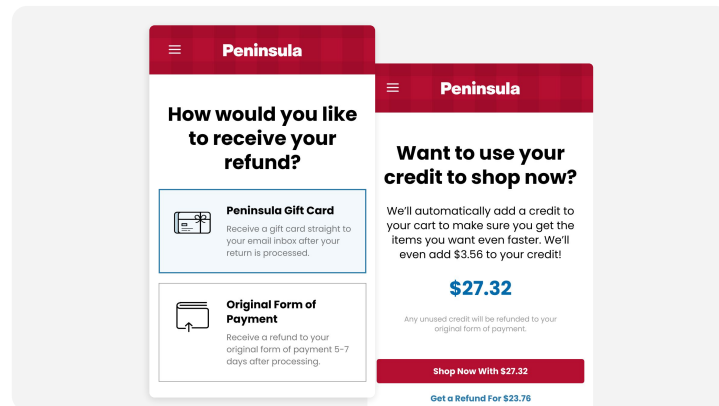


## Encourage an Exchange

Convert up to **30% of returns into exchanges** by adding Exchanges to your Narvar Return program.

**45%**

of returns are due to fit and size.



## Entice Customers with Store Credit and eGift Cards

**Offer store credit or egift cards** in exchange for a standard refund to drive repurchase.

**Create refund method rules** to encourage store credit over refunding to original payment method i.e. *"Get free returns shipping when selecting store credit instead of original payment method."*





# September 2023

## Post-Purchase Checklist:

- ❑ **Set up additional carriers** in your fulfillment network. Communicate any carrier changes to your CSM early!
- ❑ Connect your post-purchase ecosystem through **partner integrations**.



# Adding a new carrier this holiday?



## Are you adding one or multiple carriers this Holiday season to help with capacity and customer experience?

In order to ensure that Narvar can continue to provide services seamlessly across all products, please contact your Customer Success Manager as soon as possible to communicate any changes to your carrier and fulfillment network.

**It is critical that Narvar receives 3-4 weeks notice ahead of any [carrier change or addition](#).**

September 2023

# Connect your post-purchase ecosystem through partner integrations

Connect your favorite tools with the power of Narvar across your network.



## Power action through Klaviyo

Tailor future marketing opportunities and enrich customer profiles with shipment-related events by [activating our Klaviyo integration](#).



## Reduce resolution and handling time

Provide customer care teams with 360° order visibility and allow customers to file tickets directly on the Track page with [Connect + Care for Zendesk](#) and Salesforce.



## Offer gift card refunds

[Seamlessly connect Rise.ai](#) with Narvar Return and Exchange for Shopify to offer egiftcard refunds to fuel revenue retention.



## Increase SMS subscribers

Collect SMS opt-ins through Narvar Track and export directly to [Vibes](#) or Attentive to keep the conversation going.



# October 2023

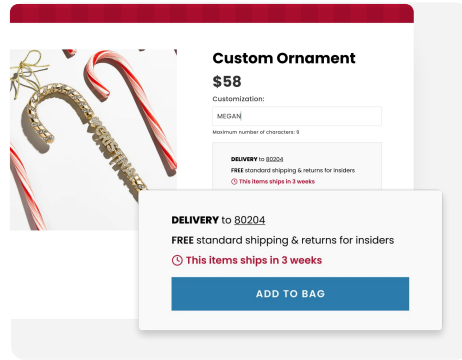
## Post-Purchase Checklist:

- ❑ Ensure EDD accuracy by **updating Narvar Ship Rules** for packing days, cutoff times, and promise dates.
- ❑ Configure item visibility and multi-shipment capabilities to mitigate contacts from **split shipments**.
- ❑ Update your **returns rules** and enforce **policies**.

October 2023

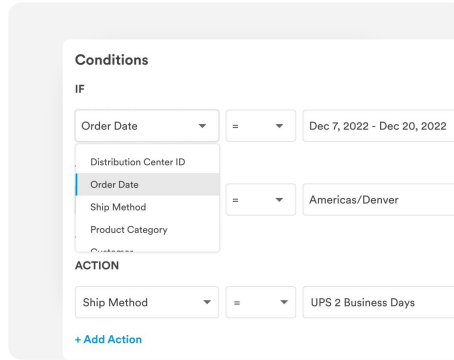
# Ensure EDD accuracy by updating Narvar Ship Rules

Maximize conversion and set clear delivery expectations in the days leading up to holiday.



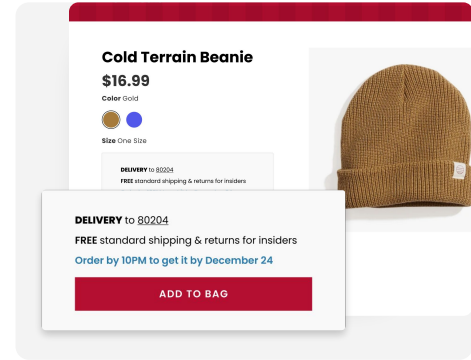
## Ensure EDD Accuracy

Update [distribution center](#) details, enforce [cutoff times](#), and add [pack days](#) to ensure EDD shown on PDPs, checkout pages, and in customer carts reflect accurate projections.



## Create EDD Rules

[Build promise date rules](#) and drive conversion with promise date EDD displayed on your PDP i.e. "Order by December 12th to arrive by December 24th!"

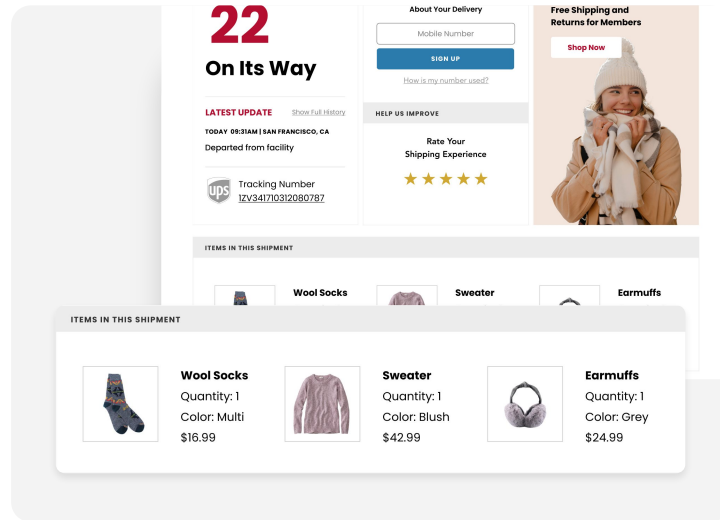


## Enforce Shipping Cutoffs

Set expectations early in the purchase consideration phase by adding [clear order cut-off times](#) on your website i.e. "Order by 4pm to receive next day!"

October 2023

# Mitigate WISMO from split shipments with Narvar Track



## Manage Customer Expectations and Reduce WISMO

Manage customer expectations by letting consumers know exactly what is in each package and when the package is expected to arrive by configuring [Multi Shipment](#) and [Item Visibility](#) to show on your Track page using the editor in HUB.

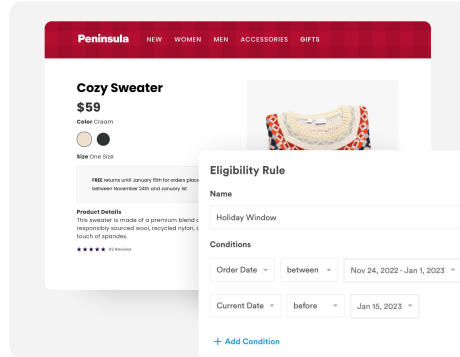
*\*Note: Item Visibility is only available to retailers sending Narvar order data.*

**20%**

**of shipments are split** and without proper visibility, customers will be inclined to call your call center.

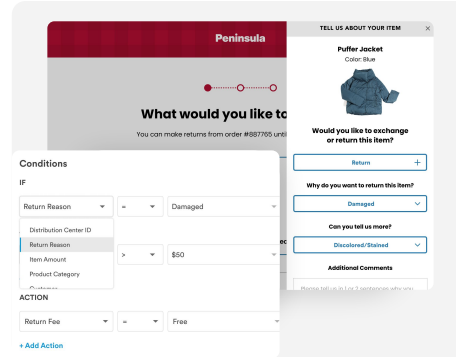
October 2023

# Update your returns rules and enforce return policies



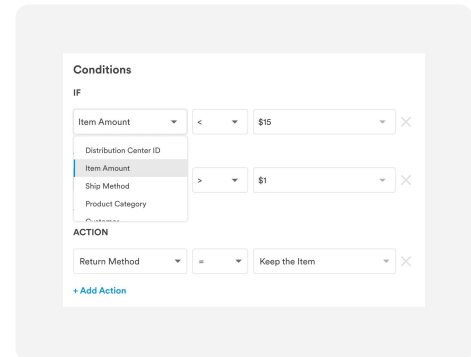
## Extend Return Windows

[Adjust your returns rules](#) to accurately reflect extended holiday return windows.



## Add Reason-based Fees

[Update returns fees or methods](#) based on common return reasons i.e. *"If return reason = damaged, then free shipping."*



## Create Keep the Item Policies

Save on returns shipping costs and stop customers from returning items that meet qualifying criteria by implementing [if-then return rules](#) i.e. *"If item is less than \$15, then refund customer and instruct to keep."*



# November 2023

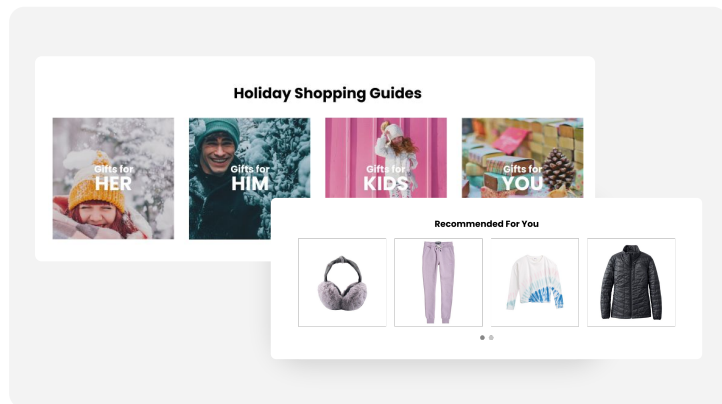
## Post-Purchase Checklist:

- ❑ Create scheduled Track experiences with **seasonal content** to drive sales.
- ❑ Set **banner messages** to broadcast delays or increased fulfillment times.



November 2023

# Freshen up Track with seasonal content to drive repurchase

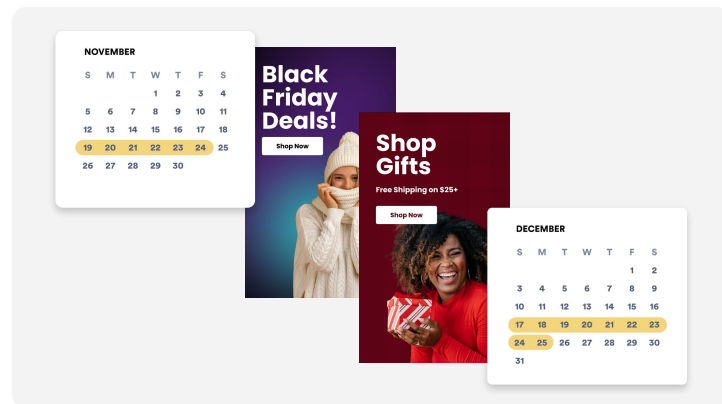


## Align Seasonal Content Strategy

Engage customers with [dynamic product recommendations](#) to encourage repurchase.

**25%**

increase in CTR by updating Track images with seasonal content

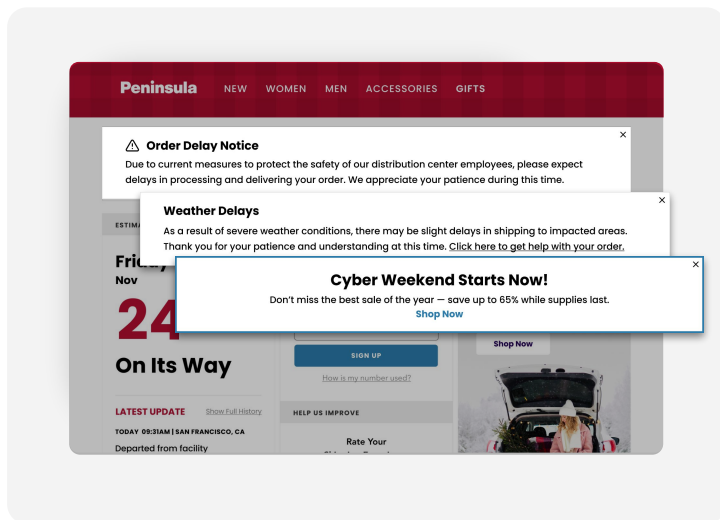


## Schedule Experiences

Align seasonal content and encourage repurchase by [scheduling out experiences](#) ahead of time.

November 2023

# Set banner messages to broadcast delays or increased fulfillment times



## Add a Broadcast Banner

Communicate delays at scale to customers with [broadcast banners](#) to all customers, or schedule out by carrier type.

# Holiday Support

## Learn How to Use HUB

Visit [support.narvar.com](https://support.narvar.com) for self-service articles on how to use Narvar's products and services.

## Monitor Our Status

Visit [status.narvar.com](https://status.narvar.com) to monitor our uptime now and through the holiday season.

## Ask for Strategic Help

Reach out to your Customer Success Manager to have a strategic discussion on how to reach your goals this season.

The screenshot shows the Narvar Support Center homepage. At the top, there's a navigation bar with the Narvar logo, a search bar, and a 'Sign in' button. The main heading is 'Narvar Support Center'. Below this is a 'Knowledge base' section with a grid of 12 tiles: Hub, Ship, Messaging, Track, Dynamic Track, Returns, Returns & Exchanges for Shopify, Monitor, Claims App, Narvar Integrations, and Release Notes. Below the grid is a 'Promoted articles' section featuring 'Getting Started With Narvar Hub'. At the bottom is a 'Recent activity' section with three items: 'Klaviyo Integration Creating Klaviyo Flows from Narvar Triggers', '2022 Release Notes August 2022', and 'Integrations Integration with Klaviyo'. A modal box is overlaid on the bottom right, titled 'Submit a Ticket' with a lightbulb icon, the text 'Not finding what you need? Submit a support request', and a 'Submit' button.

## Triage an Issue

Experiencing issues with the Narvar platform? Filing a ticket with the Narvar Support Team is easy.

Go to [support.narvar.com](https://support.narvar.com) and login using your HUB credentials. Scroll to the bottom and click “Submit a Ticket” and a Support Agent will be in touch.





# Season's Greetings

We are thankful for your partnership and look forward to continuing our collaboration in the new year.

Reach out to your Customer Success Manager or check out our Support Center at **[support.narvar.com](https://support.narvar.com)** for more information.