eDesk

PEAK SEASON 2026

The peak season checklist

Get your channels, stock and support team sorted before Black Friday. The sooner you start, the calmer the rush.

Black Friday
Orders and promo questions spike.

Cyber Monday
A second wave of WISMO.

Christmas
Delivery cut-offs. "Will it arrive in time?"

January
Returns and exchanges hit their peak.

01

Sales channels

- [ ] Match prices and delivery estimates on Amazon, eBay, Shopify and every other channel
- [ ] Sync stock in real time so you never oversell
- [ ] Write down each marketplace's reply deadline
- [ ] Name an owner for each channel over Black Friday weekend

02

Inventory & delivery

- [ ] Stock up early on your best sellers
- [ ] Get every carrier's Christmas cut-off date
- [ ] Add buffer time to delivery estimates
- [ ] Show last shipping dates clearly on your store
- [ ] Check your 3PL or warehouse can keep up at weekends

03

Your support team

- [ ] Bring every channel into one inbox
- [ ] Write replies for order status, delays, returns and promo codes
- [ ] Plan shifts Friday to Monday, evenings included
- [ ] Put order and tracking details on every ticket
- [ ] Push messages with marketplace deadlines to the top of the queue
- [ ] Agree who handles big refunds and review-risk complaints

04

Set up AI Agent now

It needs a couple of weeks to learn your store. Start now and it's resolving tickets from day one of the rush.

- [ ] Train it on your store, policies and FAQs
- [ ] Automate order status and simple policy questions
- [ ] Route the tricky ones straight to your team



Up to 65%

of routine tickets automated, day and night

05

After peak

- [ ] Keep returns replies ready and your team on cover
- [ ] Show your holiday return window on product pages and order emails
- [ ] Review your response times once things calm down
- [ ] Follow up to turn holiday buyers into regulars

AVOID

Common peak mistakes

Starting too late. Wait for the rush and it's too late to set up new tools.

Ignoring marketplace deadlines. Slow replies hurt seller metrics.

Answering order status by hand. Automate it, save your team.

Stopping at Cyber Monday. Returns peak in January.

90 → 130

sales channels for Pertemba, with 12 agents down to 7

97.6%

SLA compliance Pertemba kept the whole way

61%

cut in response time at Sennheiser

The rush is coming.

Get AI Agent ready before it hits.

Book a demo →