

It's time for peak season preparations, and one of the key categories to consider is labor. Looking back to 2022, according to Forbes, consumers spent a staggering **\$9.12 billion on Black Friday** alone, overshadowed by a whopping **\$11.3 billion spent on Cyber Monday**—even with heavy inflation.

With Increased Demand, Expect to Ramp Up Your Labor Game!

Even with a looming recession, ecommerce sales are still expected to **grow 10.4%** over the course of this year, and holiday shopping can account for **up to 30%** of a retailer's annual sales.

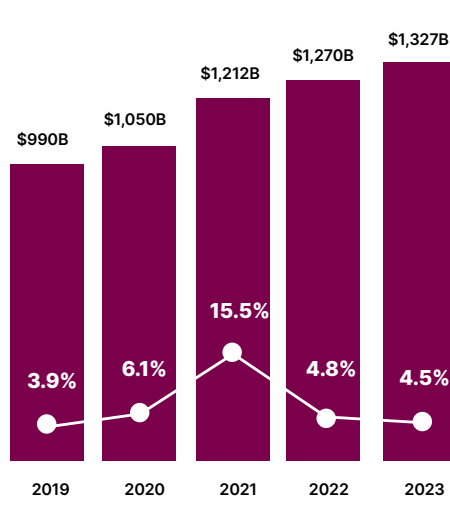
OUR HOT TAKE

Start planning your labor strategy for peak season now, especially for inventory operations and customer service.

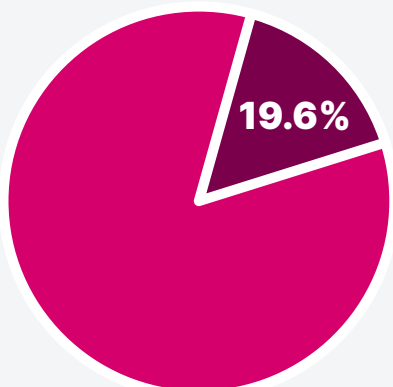
Why you need to add people now for the Holiday Shopping Season

Last year, holiday season retail sales grew by 4.8% YoY, following two years of surging retail and ecommerce growth. We expect a similar gain of **4.5%** for the 2023 holiday season.

This would bring total retail spending to **\$1.328 trillion** for the 2023 holiday season.



InsiderIntelligence.com



Retail ecommerce is expected to make up **19.6% of total 2023 holiday sales.**

InsiderIntelligence.com

According to the May job report from the U.S. Bureau of Labor Statistics,

UNEMPLOYMENT REMAINS AT NEAR HISTORIC LOWS OF

3.7%

Even if you've been cutting jobs in the first part of the year, finding seasonal workers may be challenging, **so get started early.**

PRO STAFFING TIPS

Inventory Operations

15X
MORE LABOR

Ecommerce fulfillment requires **15X more labor**, which is why you will get more bang for your buck hiring for customer service over fulfillment needs. Visit Fulfillment Marketplace to find available fulfillment partners. **Outsource fulfillment to a 3PL if possible.**

56% [of US brands] struggled with surging demand [during peak holiday shopping season], with a quarter of firms **(24%) admitting orders were delayed** as a result.

Inventory-Planner.com

56%

67%

67% of respondents reported losing customers after errors led to overselling or being out of stock after an order was placed, highlighting the importance of having a full inventory operations team.

infopluscommerce.com

Customer Service

65%

Focus on hiring for customer service positions. When consumers were asked about the attributes of the companies they were most likely to be loyal to, the leading response (by 65% of respondents) was **'provides excellent customer support'**.

verloop.io

Moreover, holiday seasons usually spike up customer service queries by **up to 75% for online businesses.**

53%

53% of US online adults are likely to abandon their online purchase if they can't find a quick answer to their question.

forrester.com

75%

LABOR CHECKLIST

Finding labor is only the first step. Be sure to invest in the employee experience—make sure to take care of your team and make the season fun with contests, free meals, or swag—and follow these steps for a better prepared workforce and optimal customer experience:

- Plan to bring temporary workers in a month before peak demand hits.** This way, they can be fully trained and productive when it's go time. "An associate is costing the business money until they are at 80% of their performance goal."
- Use top performers to train seasonal workers.** This will ensure your workforce is on the same page before peak starts.
- Do a dry run.** Practice workflows with your team in advance of key peak days so they know processes inside and out and can handle the increased activity on key days.
- Prepare a disaster contingency and recovery plan** to ensure everyone knows what to do in case supply chain disruptions outside of your control occur.
- Have a conversion plan for turning temp workers into full-time employees.** This will make job postings more appealing—essential given the still low unemployment rate.

Despite an Uncertain Economy, Peak Season is Coming Back. Get Your Workforce Peak-Ready.

YOU GOT THIS!