60-Day Support BFCM *Playbook*

Kustomer x Postscript

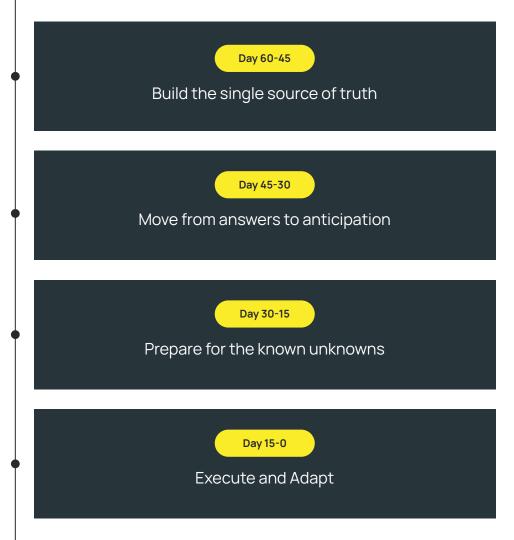


82% of consumers are cutting back on essentials to afford holiday shopping.

Discounts attract, but it's fast answers, clear expectations, and painless post-purchase that win repeat customers. BFCM is not just four days—it's a 60-day operational sprint.

60 Day Arc

Let's break down BFCM prep into four phases



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Check the Foundation

Wire your systems for *instant answers*

Onnect Kustomer with Shopify + shipping stack

Rewrite top 50 FAQs into single-decision KB articles

Onvert KB into Al-ready responses with variables

Sync BFCM calendar in Postscript + Kustomer

Agents gain context, customers gain confidence

Anticipation Over Reaction

Meet intent before it escalates

Opploy chat on product + checkout pages

Use Kustomer bots for light authentication + order actions

Postscript sequences regional shipping cutoffs

Define surge hygiene: SLAs, wait-time messaging, async handoff. You're not just answering, you're predicting.

Operational Readiness

Run drills for *the inevitable*

Pre-write message sets for carrier delays, promo errors, site issues

Launch "Gift Assurance" flows: receipts, hidden prices, easy exchanges

Extend chat hours + staff senior agents for VIP recovery

O Daily QA on Al vs KB answers to remove friction before peak

The Execution

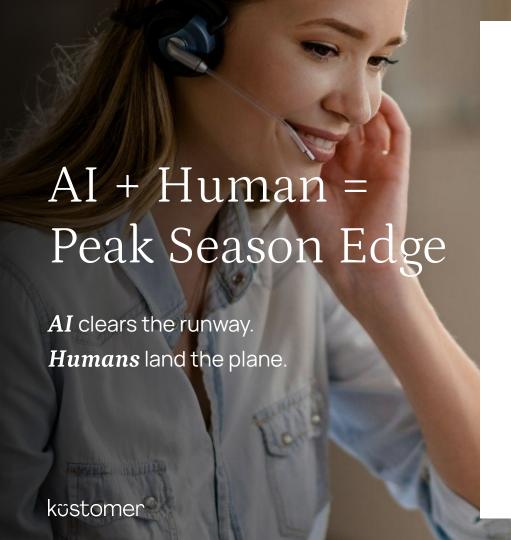
Operate like an *air traffic controller*

Daily CX stand-ups: shipping risks, promos, site status

Kustomer bot = checkout concierge (promo validation, sizing, ETA)

Escalate stalled carts or high-value saves to humans

Postscript localizes delay notices + links to chat fast lanes. Precision builds trust—and saves revenue.





Al resolves 60-70% of repetitive intents instantly



Agents focus on creativity, judgment, and VIP recovery



Escalation criteria: AOV, sentiment, VIP status, dwell time. The result: faster resolutions, happier agents, higher conversions.



Use SMS for shipping cutoff reminders, localized delay alerts

Pair every campaign with "Reply HELP" to route into Kustomer with context

Feed UTM data into Kustomer to link support demand to campaigns. Proactive clarity prevents refunds and fuels exchanges.

Metrics that Matter

Cut vanity. Track revenue-driving metrics.



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The Final Word

Engineer confidence, not just discounts

Kustomer + Postscript = Operational Brain + Expectation Engine

Deliver certainty at the speed of anxiety, convert doubt into loyalty, and turn CX into a true product. Do this, and your discounts go further, your agents feel lighter, and your customers return long after BFCM.