60-Day Support BFCM *Playbook*

Kustomer x Postscript

BFCM 2025 Stakes

Price wins attention. A good experience *earns loyalty.*

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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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Day 60-45

Build the single source of truth

Day 45-30

Move from answers to anticipation

Day 30-15

Prepare for the known unknowns

Day 15-0

Execute and Adapt

Check the Foundation

Wire your systems for *instant answers*

- Connect Kustomer with Shopify + shipping stack
- Rewrite top 50 FAQs into single-decision KB articles
- Convert KB into AI-ready responses with variables
- Sync BFCM calendar in Postscript + Kustomer
- Agents gain context, customers gain confidence

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Anticipation Over Reaction

Meet intent before it escalates

- Deploy 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.

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Operational Readiness

Run drills for *the inevitable*

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

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

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- ✓ Extend chat hours + staff senior agents for VIP recovery

- ✓ Daily QA on AI vs KB answers to remove friction before peak

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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.

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AI + Human = Peak Season Edge

AI clears the runway.

Humans land the plane.

AI 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.

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Proactive with Postscript

Expectation management is
revenue protection

📱 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.

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Metrics that Matter

Cut vanity. Track revenue-driving metrics.

Chat-assisted conversion	WISMO deflection	First response + resolution times
CSAT above 4.6/5	Exchange-over-refund rate	Recovered revenue from "saves"

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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.

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