

# INDUSTRY INSIDER: **RAMP TIPS FOR RETAIL & eCOMMERCE**

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What challenges are American retailers facing when scaling for the holiday shopping peak?

**We look at last year's holiday shopping trends and how retailers can prepare for the 2024 season.**



## WHAT HAPPENED LAST RETAIL HOLIDAY PEAK (2023)

Holiday spending was strong during the 2023 season with a 3.1% YOY increase.

## HOW PEOPLE SHOPPED

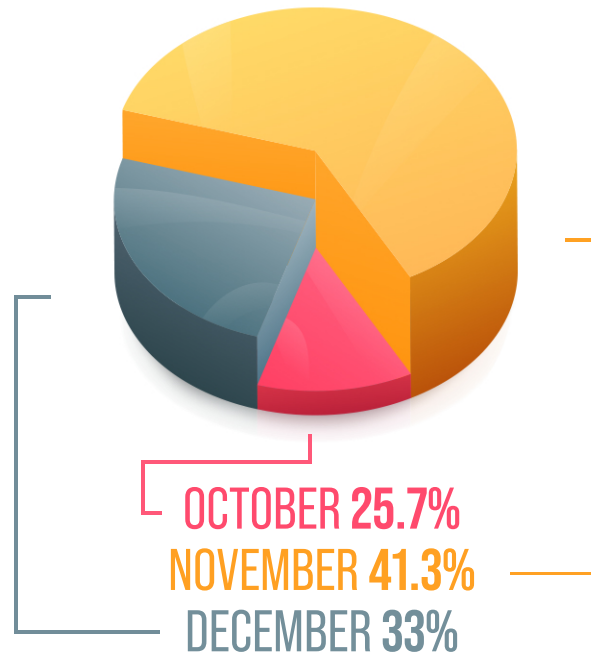
Online shopping set a record, overtaking in-store sales.



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## HOLIDAY E-COMMERCE SALES 2023

Shopping also peaked earlier with almost half of sales happening in November and a third of sales even earlier, in October.





**TOP HOLIDAY  
PURCHASES:**

Over half of spending  
was driven by 5  
categories.



**ELECTRONICS:  
\$50.8B**



**APPAREL:  
\$41.5B**



**FURNITURE:  
\$27.3B**



**GROCERIES:  
\$19.1B**



**TOYS:  
\$7.7B**

## RAMP CHALLENGES

By studying last year's trends, we can foresee the following Ramp Challenges in 2024...

**MORE HOLIDAY SHOPPERS ARE EARLY BIRDS.**



PEOPLE STARTED  
HOLIDAY  
SHOPPING EARLY.



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## PANDEMIC PREFERENCES HAVE STUCK.

Shoppers are 3X more likely to shop online than in-store.

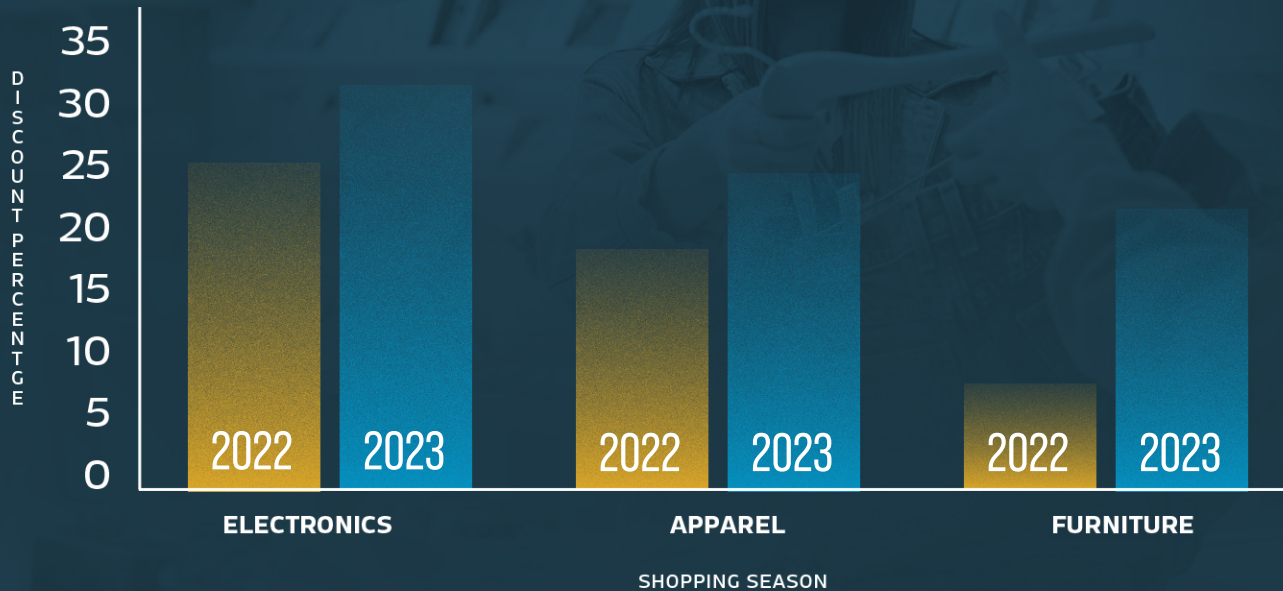
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**IN THIS ECONOMY, PRICE MATTERS...**

Top selling items are those with the deepest discounts over the past 2 years.



## POSSIBLE RAMP SOLUTIONS

What should retailers and e-retailers consider when scaling their customer support for the 2024 holiday peak?

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### PERSONALIZE DEALS & OFFERS TO ATTRACT HOLIDAY SHOPPERS

Today's shopper is searching for deals. Over half of all shoppers expect offers to be personalized.

**Solution:** Show that your brand cares by delighting customers with personalized deals or rewards based on their purchase history and 56% will become repeat buyers.

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### CONSIDER INCREASING DIGITAL CX CHANNELS

57% of Americans do most of their holiday shopping online - 1 trillion visits to retail websites.

**Solution:** Add direct lines of communication to your e-Commerce support team via email, live chat, and social media, and cross-train agents to serve multiple channels.

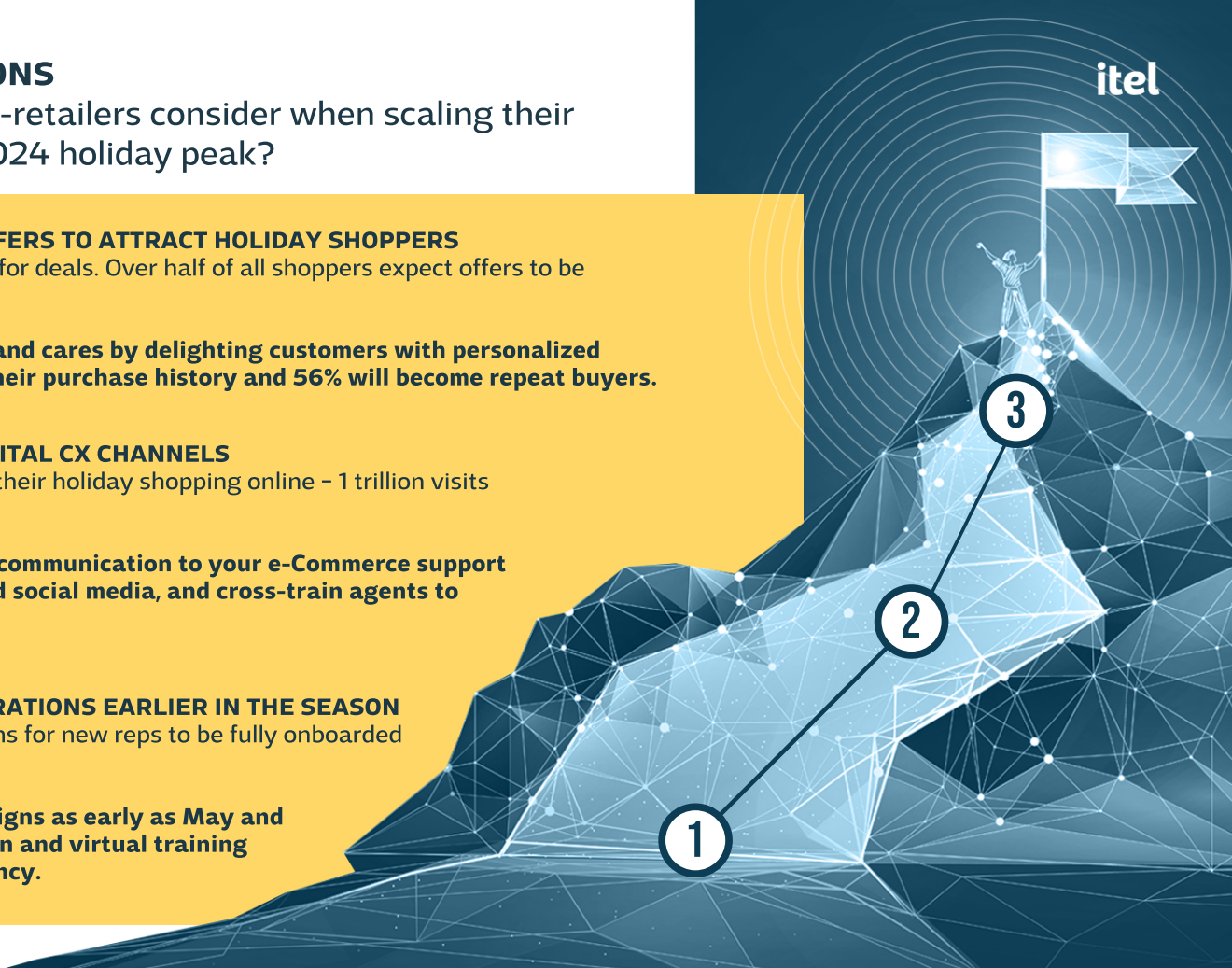
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### START YOUR RAMP PREPARATIONS EARLIER IN THE SEASON

On average, it takes 3.2 months for new reps to be fully onboarded to take calls.

**Solution:** Start hiring campaigns as early as May and consider a combo of in-person and virtual training to increase speed to proficiency.

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# ABOUT US

Itel is an award-winning customer experience partner that specializes in nearshore and onshore CX delivery in service locations across the Caribbean, Latin America, and the U.S.

Through a combination of voice and non-voice solutions, strategic planning, and CX innovation, we help clients build brand authentic experiences and long-term relationships with their customers, all delivered through a flexible, geo-diverse delivery model that can evolve with your business.

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