

2022 eCommerce Calendar.

Optimise key retail dates with the right technology

The next 12 months are packed with retail sales events. Our calendar will help you plan ahead and take full advantage of each and every one with customer service, marketing, and AI technology.

Integrated messaging platforms



January Sales: CDP

Shoppers abandon online baskets worth almost £30 a month. Use a Customer Data Platform to retarget shoppers who've previously abandoned online baskets.

Christmas Gift Returns: Returns Chatbot

Take the January Blues away with a chatbot and automate returns FAQs so that agents can focus on bigger issues.

Father's Day: Service Chatbot

Enable customers to self-serve and find information outside of customer service hours via a chatbot.

Chatbot

How can I help you?

I am looking for a new pair of headphones.

New Headphones

Checkout our brochure to see the new headphones in stock.

Type your message here... [Send](#)

Valentine's Day: Pages

Create a special Valentine's landing page and share inspiration for the perfect Valentine's gift. Make it even easier by adding links to your shops.

The Valentine's Day Gift Guide

For Him & Her

[Learn more](#)

Mother's Day: WISMO Chatbot

Save agents' time by integrating data from multiple systems in one platform to deal with Mother's Day Where Is My Order (WISMO) requests.

Easter Sunday: SMS

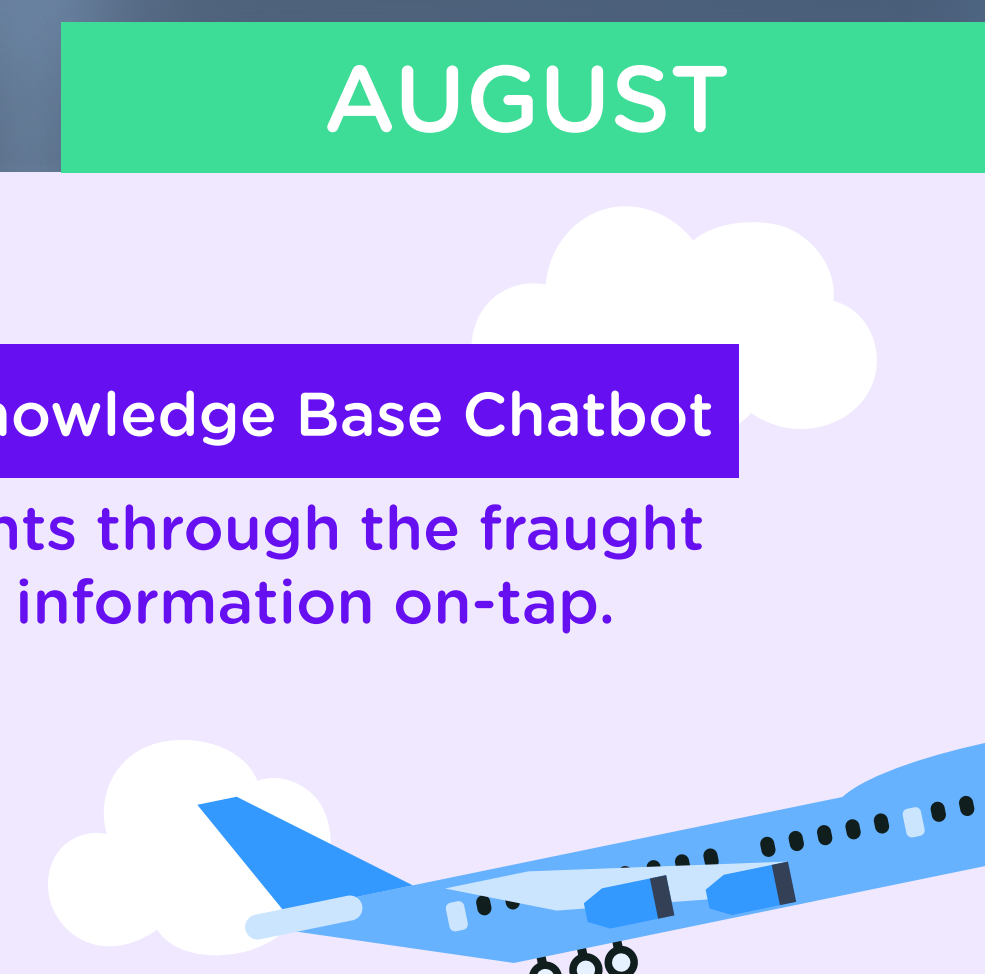
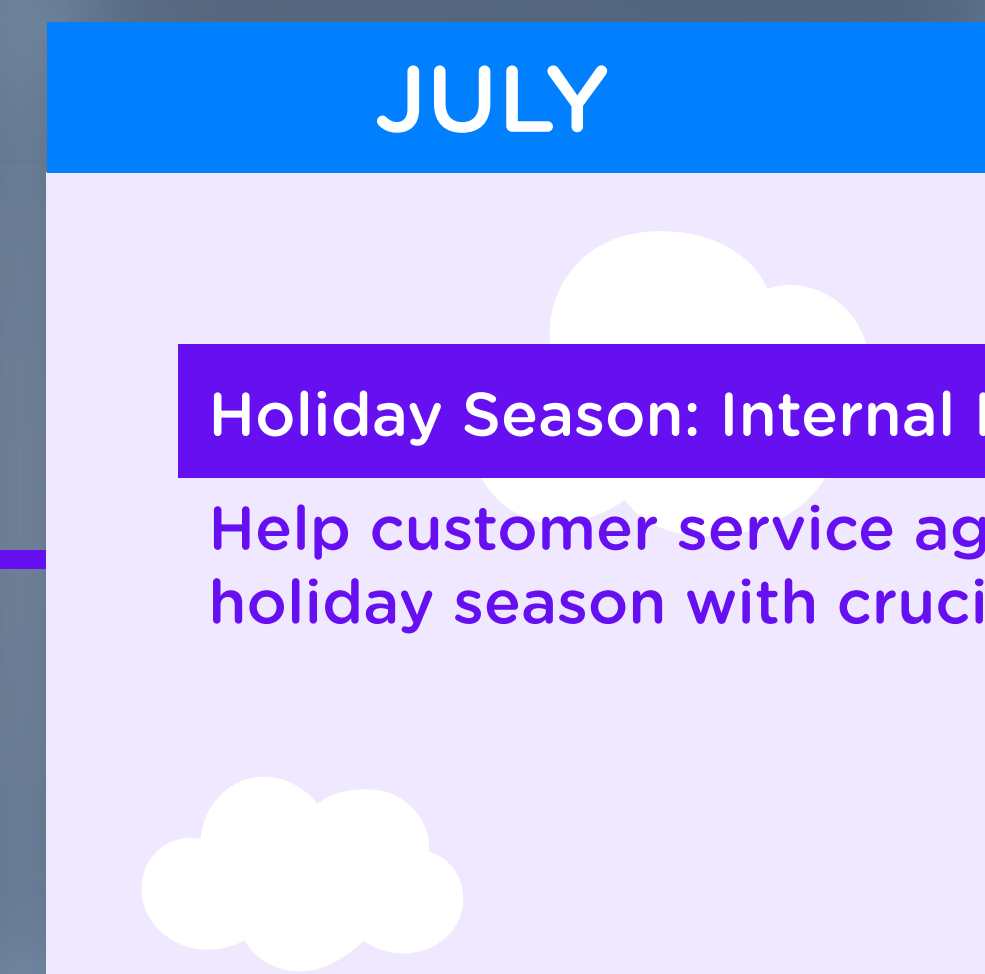
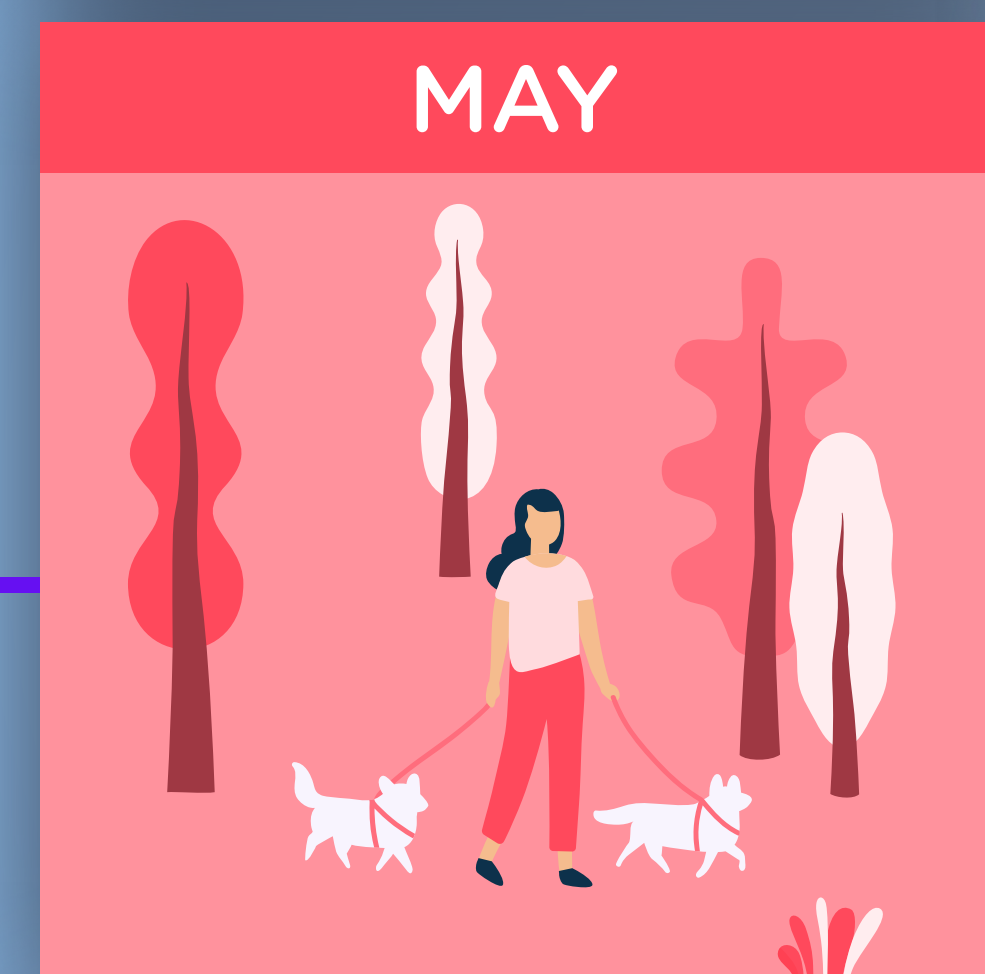
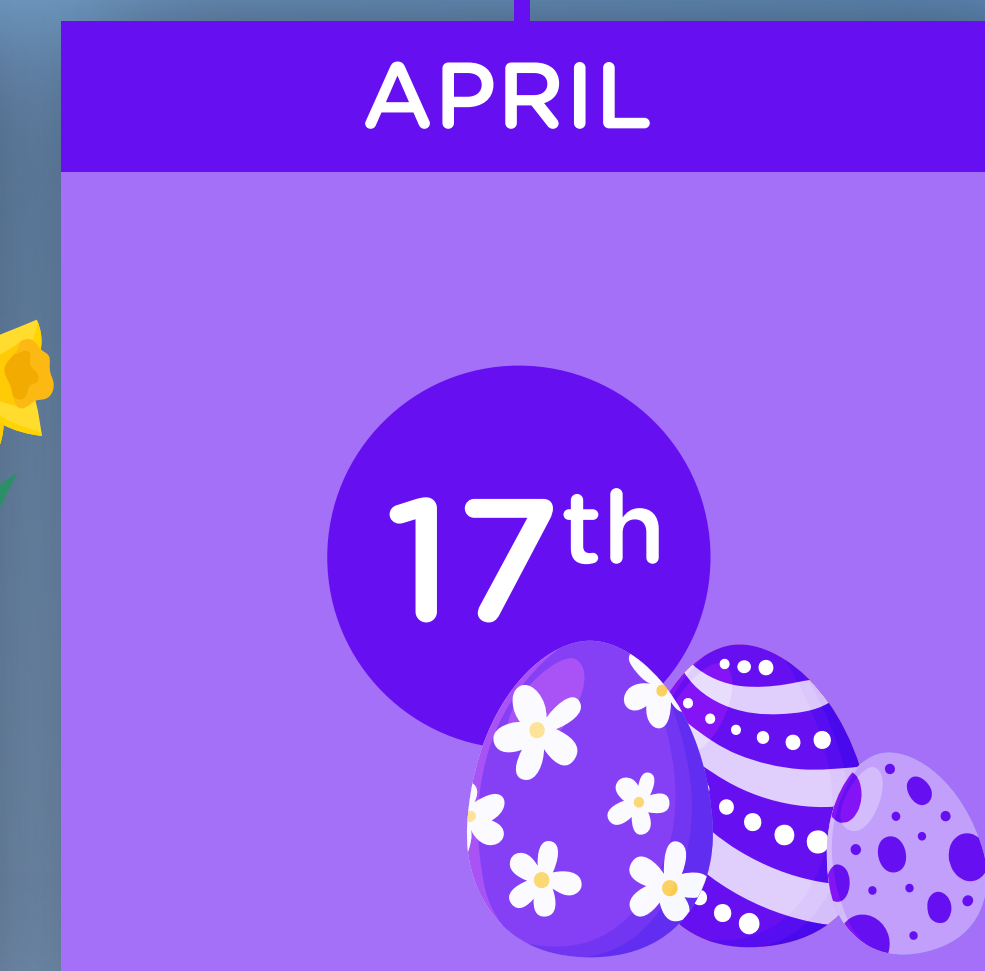
Keep customers up-to-date on their Easter food deliveries with SMS updates.

Message 1 minute ago

Your Brand Here

Your food order is out for delivery. Delivery will be attempted between 13:00 and 15:00 today.

[Click here to rearrange delivery](#)



Halloween: Voicebots

Voicebots help customers quickly amend incorrect order information this Halloween.

Voicebot

Would you like your product delivered to SW3 4JX?

Yes, thank you

Type your message here... [Send](#)

Black Friday: Segment Emails

Use segmented audiences to email interested customers as relevant products are discounted.

Cyber Monday: Agent Inbox

Keep tabs on deals and stock levels quickly and efficiently with Agent Inbox messaging between retail partners.

Mail

Subject: Black Friday

From: name@yourbrandhere.com

The Best Black Friday Deals For You!

[Learn more](#)

Back to School: Automation

Automated 'back to school' emails help busy parents ahead of the new term.

Mail

Subject: Back to School

From: name@yourbrandhere.com

Two Weeks Countdown

[Order uniform](#)

Festive Season: Live Chat

Real-time festive customer service for when your customers need you most.

Live Chat

Happy Holidays!

Thanks.

Type your message here... [Send](#)