

In-store holiday readiness checklist

Store operations

- Confirm holiday staffing for peak days and hours.
- Assign clear roles for greeters, pickup, and mobile checkout.
- Walk the floor and remove traffic bottlenecks.
- Set simple open-to-close routines for recovery and restocking.
- Update holiday hours everywhere customers look.
- Organize the backroom for fast access to top sellers.
- Align the team on holiday service standards.

Payment technology

- Test all terminals and mobile POS devices.
- Confirm contactless and mobile wallet payments work.
- Enable and explain in-store BNPL options.
- Add clear signage for all payment methods.
- Set up mobile checkout points for rush periods.
- Streamline BOPIS, returns, and exchanges in one flow.
- Offer digital receipts and easy access to past purchases.

Customer experience

- Standardize a quick greeting and guidance at the door.
- Train staff to offer proactive gift suggestions.
- Make high-demand and gift items easy to find.
- Post clear, friendly return and exchange policies.
- Add simple self-service tools or self-checkout.
- Collect feedback with short, mobile-friendly surveys.
- Plan at least one light-lift in-store experience or event.

Digital integration

- Sync inventory across online and in-store channels.
- Clarify BOPIS and pickup steps on all customer touchpoints.
- Use QR codes to link displays to digital content.
- Mirror in-store promos and events on your site.
- Align promo codes and loyalty offers across channels.
- Give staff access to basic loyalty or profile insights.
- Feed in-store sales into your analytics tools.