

Peak



Scorecard

Answer 10 questions across six key areas, score your readiness and uncover your next steps for a smoother peak season.

Scoring system

For each question

3 points	Yes, we've got this covered
2 points	Partially / In progress
1 point	No / Not yet

Maximum score: 30 points

Your result

Score	Status
25-30	Peak fit
18-24	Training needed
10-17	Build your game plan

1. Planning and forecasting

- ☐ Have you forecast peak sales volumes based on best sellers and previous performance?
- ☐ Have you identified potential risks (such as staffing gaps) and planned for them?

2. Inventory and fulfilment

- ☐ Do you have sufficient inventory to meet increased peak demand?
- ☐ Have you tested your packing and dispatch processes for higher order volumes?

3. Delivery experience

- ☐ Are you encouraging customers to use the AusPost app to track and manage deliveries?
- ☐ Do you offer customers flexible delivery options such as Express delivery or Parcel Lockers?

4. Customer communications

- ☐ Have you updated shipping information and key dates across your website and checkout?
- ☐ Have you prepared customer communications for promotions, peak events and potential delays?

5. Website and operations

- ☐ Have you reviewed your website performance, checkout and payment experience?
- ☐ Have you assessed whether you have the people, processes and resources needed for peak?

Total score: ____ / 30



Peak fit (25-30)

You're in strong form. Focus on fine-tuning performance and staying ahead of the pack.

Your next plays

1. Offer faster delivery: 67% of Gen Z shoppers say they'll switch retailers for faster shipping. Explore same-day and next-day delivery options where available.
2. Expand delivery choice: 3 in 4 Aussies say a good delivery experience makes them shop online more. Offer Parcel Lockers alongside home delivery for added flexibility.
3. Stress-test your operations: Review shipping, inventory and fulfilment processes before volumes ramp up.

Training needed (18-24)

You've laid the foundations, but a few gaps could slow you down when order volumes increase.

Your next plays

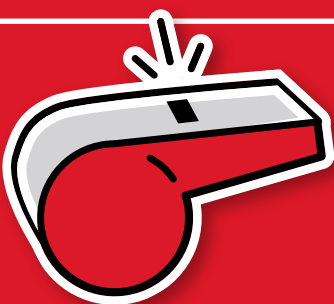
1. Improve inventory visibility: Use inventory software integrated with your eCommerce platform to better manage stock levels and reduce stockouts.
2. Automate shipping and tracking: Integrate your eCommerce store with Australia Post or a shipping platform to streamline label creation and tracking updates.
3. Prepare customer communications: Update delivery information, FAQs and customer service templates.

Build your game plan (10-17)

Don't panic. There's still time to build a plan and avoid common peak season pitfalls.

Your next plays

1. Start forecasting: Review last year's sales and map key promotional dates into a peak season calendar.
2. Prepare your operations: Review stock, fulfilment, packaging and staffing needs.
3. Build a better delivery experience: Set up parcel tracking communications and encourage customers to track deliveries via the AusPost app.



Ready to turn your score into a winning peak season?

Head to auspost.com.au/peak for the plays, tools and tips to get match fit before orders ramp up.