

Acoustic Holiday Readiness Program 2019

At Acoustic, we believe our clients' success is our success, and we understand the upcoming holiday season is paramount for many clients. Each year, we perform internal preparedness reviews and provide clients with recommendations to optimize for peak program activity.

Acoustic Readiness:

Our teams are working hard to do internal preparedness checks. We review our processes and coordinate across product systems teams to ensure peak performance and stability. Here are some of the highlights:

- Acoustic systems readiness reviews.
- 7/24 live person monitoring.
- Risk identification and preparing our systems to address holiday needs.
- Operating with heightened awareness and processes across the organization.
 - Processes are reviewed, scrutinized, and tested.
 - Increased monitoring on key holidays.
- Holiday period code freeze to limit product changes for stability.
- Increased internal touchpoints during the season and peak days to ensure operational excellence.

Client Readiness:

We provide holiday readiness guidelines and webinars to help prepare clients for peak seasons. Please see the Blog link below to sign-up to join us on the webinars and download the guidelines.

Acoustic Holiday Readiness Overview & Resources Blog:

<https://community.ibm.com/community/user/marketingandcommerce/blogs/livia-anderson/2019/09/13/acoustic-holiday-readiness>

Holiday Readiness Webinars (*Hosted in September & October*):

- Acoustic Experience Analytics Holiday Readiness Webinar
- Acoustic Campaign & Exchange Holiday Readiness Webinar
- Acoustic Analytics Holiday Readiness Webinar
- Holiday Marketing Tips: Keys For Crushing The 2019 Shopping Season

Holiday Readiness Guidelines:

- Acoustic Experience Analytics Holiday Readiness Guidelines
- Acoustic Analytics Holiday Readiness Guidelines
- Acoustic Campaign Holiday Readiness Guidelines
- Acoustic Campaign Holiday Readiness Questionnaire
- Acoustic Exchange Holiday Readiness Guidelines
- Acoustic Content Holiday Readiness Guidelines

Our Support and Services team is available to help make your peak season successful. If you should need any assistance, please let us know how we can help.

For information on contacting Support, related processes and links to sign up for outage notifications, please see the Acoustic Support Handbook:

<https://developer.ibm.com/customer-engagement/wp-content/uploads/sites/106/2019/05/Acoustic-Support-Handbook.pdf>

