2020 Holiday Checklist

1. Ensure customers will have the best user experience. *Expect it, be ready. Let people know.*

2. Automate as much as possible - *as simple as automating etransfer deposits*

3. Create strategic holiday marketing promotions. *What's your advertising schedule?*

4. Ramp up customer service for holiday traffic. *In and out quickly*

5. Measure the success of your holiday campaign. *Repeat the good things.*

6. Personalize the experience. *Share some joy.*