

# Black Friday and Cyber Monday Readiness Offer

Prepare for those unexpected, high impact events

## It's time for Action

Despite your best intentions, things don't always go according to plan. The need to anticipate new capacity challenges drives the need for more rigorous business continuity planning.

Although heightened demand might originate from an expected peak, Retailers generate 72% of annual turnover during Black Friday and Cyber Monday. Can you afford to take a risk by leaving critical events like these to chance:

- ▼ A website crash due to a surge in Black Friday or Cyber Monday interactions
- ▼ What follows is unprecedented high call volumes into the contact center causing that to fail due to capacity issues

Add to these challenges, contact center as a service (CCaaS) platforms typically share bandwidth with other retailers. Have you considered what happens when every multi-tenancy client simultaneously needs their **Contact Center-as-a-Service (CCaaS)** vendor capacity? One of the benefits of the cloud is the promise of elasticity. But it's not infinite, as every CCaaS vendor will have made assumptions and invested accordingly. So, who suffers when all that peak demand aligns?

## How prepared are you with anticipating new capacity challenges?

Failing to ensure sufficient capacity means risking potentially irreversible damage — starting on social media and ending at your bottom line. Unfortunately, moments like these also create the most stress, making it difficult to pull together a rational response quickly.

Perhaps you make strategic decisions on customer engagements, including business rules related to contact center interaction, but these focus on the application level. And often requires changing or adding features, functionality, or scalability – additional costs!

## Sign up for the Hammer Black Friday and Cyber Monday Readiness Offer

Be prepared. Cover all bases and have confidence in your network and contact center system to mimic real-world customer scenarios, supporting peak operations and beyond. Hammer Black Friday and Cyber Monday Readiness Offer provides you with:

- 1. Assurance** – Confidence in your network and system to support peak operations. Measure end-to-end interoperability and performance that mimics customer scenarios
- 2. Insight** – Quickly pinpoint the root cause of system failures
- 3. Optimization** – Proactively resolve issues, defects and optimize customer experience
- 4. Flexibility** – Cloud-hosted, composable deliverables
- 5. Best Practice** – Access to test automation experts with experience across highly regulated industries of banking, insurance and healthcare

This package is for a **limited time** and at a **highly discounted price point**. [Get in touch with our Hammer experts](#) to learn more and discuss how we can help.

## About Hammer

The largest contact centers around the world rely on Hammer and its proven technology to guarantee optimal customer experience and business outcomes. Through automated end-to-end testing and assurance solutions that mimic real-world citizen and customer engagement, Hammer ensures its clients deliver high-quality communications across voice, IVR and digital channels. Hammer solutions play a pivotal role in ensuring excellence in day-to-day operation of more than 250 large enterprises, including 6 of the top 10 global banks, 8 of the top 10 global healthcare organizations and 7 of the top 10 largest insurance companies.

For more information, visit [www.hammer.com](http://www.hammer.com)