Seasonal Phone System Update Checklist

Use this checklist whenever your business enters a seasonal period such as holidays, Black Friday, winter hours, school breaks, or fundraising cycles.

○ **Make Your Greeting Shine**
Adjust your greeting for seasonal hours and availability. Keep it short and relevant so callers get what they need quickly.

○ **After Hours? Covered!**
Ensure after hours calls reach the right destination—voicemail, callback queue, or emergency line.

○ **Hold Music That Hits the Right Note**
Use seasonal music if it fits your brand, but keep it consistent and pleasant.

○ **Messages That Pop While They Wait**
Highlight promos, reminders, or holiday hours on hold. Rotate them to avoid repetition fatigue.

○ **Queue Messages That Make Sense***
Match your queue messages to current priorities and expected wait times.

○ **Voicemail That Actually Helps**
State seasonal hours and update callback expectations if they differ from normal.

○ **Seasonal Menu Magic**
Keep seasonal menu changes minimal. Aim for fewer than 6-7 total options to avoid overwhelming callers.

○ **Humans First, Always**
Always provide a clear path for urgent callers and an easy way to reach a real person.

○ **Staff Coverage Check**
Align routing with actual staffing: who's working, who's on-call, and when.

○ **Holiday Forwarding Made Simple**
Ensure calls during closures go somewhere purposeful: overflow line, on-call support, or scheduled callbacks.*

○ **Speak Their Language**
Include a non-primary language option if relevant—it improves accessibility and customer satisfaction. (TTEC)

○ **Get Testy Before They Do**
A glitch in your system can feel frustrating. Run simulated calls to confirm greetings, routing, and menu flows are working as intended.

* Queuing and callback features are available on VirtualPBX advanced and custom plans.

Revisit this checklist at least twice each season, before and after peak weeks.