



# GUIDE: HOW TO KEEP YOUR 3PL CLIENTS HAPPY AFTER THE CYBER SALE RUSH



When the peak-season chaos finally settles, that's your golden moment — the time to reconnect, celebrate wins, and show clients just how valuable your 3PL really is!

Keep the momentum going with genuine communication and proactive support, and you'll turn seasonal customers into loyal, year-round partners.

Here's 4 top tips how to keep your clients happy post-Cyber Sale season:

## 1. Check In Personally

Take the time to thank your clients for trusting your team during the busy season.

A simple **call or personalized email** can make a lasting impression. Let them know how much you appreciated their partnership — this small gesture helps build loyalty and opens the door for ongoing collaboration.

## 2. Share Results and Insights

Your clients will want to know how things went during the rush. Use CartonCloud's WMS to pull reports that highlight key performance metrics — such as:

- How many orders were fulfilled
- How quickly they were shipped out
- Any notable improvements from the previous season

CartonCloud makes it easy to generate reports in just a few clicks. For example, the Stock Report gives clients instant visibility into their post-sale inventory — helping them plan restocks, identify best-selling products, and prepare for the next big sales event.

## 3. Celebrate Client Success

Now's the perfect time to recognize your customers' wins. Highlight their growth and achievements — and show how your 3PL helped make it happen. With your client's permission, turn these stories into:

- Case studies on your website
- Social media features
- Email highlights

This helps you to build credibility and position your 3PL as an indispensable fulfillment partner, while your clients get the spotlight for their success.

## 4. Stay Top of Mind Year-Round

Keep the relationship alive beyond peak season. Share regular updates that add value, such as:

- Industry tips and insights
- Behind-the-scenes looks at your operations
- Staff highlights and warehouse stories

Consistent communication helps your clients see that your team is always there — supporting their business success, not just during the busy season but all year long.