



Beat the **BLACK FRIDAY** rush

The Bob Go checklist for peak season



Index

- | | |
|------------------------------------|----|
| 1. General shipping | p3 |
| 2. Packaging | p4 |
| 3. Using Bob Go | p5 |
| 4. Sales channels | p7 |
| 5. Peak season preparedness | p8 |

General shipping

- ☐ To schedule daily collections during the busy season, send a request to the Bob Go support team by 18 November 2026.
- ☐ Assess whether you'll need daily truck collections and arrange these with the Bob Go support team at least a week before BFCM.
- ☐ Book regular once-off truck collections with the Bob Go support team 24 hours in advance.
- ☐ Familiarise yourself with your delivery partners' [insurance policies](#) and [terms and conditions](#) before the busy season begins.
- ☐ Always print a [proof of collection](#) and ask the driver to sign it. Keep it on hand in case you need to follow up on late or missing parcels.
- ☐ Always use a Bob Go-generated waybill for accurate tracking.
- ☐ Confirm the correct [returns](#) processes to customers without a printer. Clearly communicate your returns policy to customers before purchase. Use Bob Go's returns management features to streamline the process. Consider offering easy-to-print return labels to improve customer experience.
- ☐ Only fulfil shipments once they're packed and ready for collection. Picking and [packing slips](#) can help you prepare orders efficiently and avoid delays when the driver arrives.
- ☐ Send shipping queries to the Bob Go support team rather than contacting couriers directly. Our team can escalate and manage queries on your behalf.
- ☐ Please make use of the correct channels to contact our support team: **email:** support@bobgo.co.za or **call:** [+27 \(0\)12 940 1060](tel:+270129401060). If you have any questions, complaints or queries, send them to our support team so that we can look into it.
- ☐ **NB:** Set clear expectations around delivery times, especially during the peak season.
- ☐ Update your website, order confirmation emails and other customer touchpoints with realistic delivery timeframes. If delays are expected, communicate them to customers as early as you can.

Packaging

- ☐ Double-check that each parcel has the correct waybill attached to avoid mix-ups and delivery errors.
- ☐ Order delivery partner [stationery](#) well ahead of time and make sure you're ordering from the correct delivery partners, based on who you're shipping with. Plan for increased demand during peak seasons and order extra to avoid running out.
- ☐ Stock up on [packaging](#) materials before the rush and make sure they're sturdy enough to withstand handling and transportation. Good packaging can help prevent damage and reduce the time and cost involved in returns.
- ☐ Remember to use fragile stickers if required. These can also be ordered from the couriers (this might incur additional charges).
- ☐ Protecting your products in transit helps prevent damage and shows customers you care about quality. Head over to our [Packaging playlist on Youtube](#) or tips on practical ways to optimise your packaging.





Using Bob Go

- ☐ Ensure that the correct contact information is added or updated on your merchant [account](#) for all delivery partners and system communication.
- ☐ Bob Go account details Account limits should be reviewed and increases must be requested by 18 November 2026.
- ☐ Make sure that your [tracking notification](#) settings are set up correctly.
- ☐ Set up and check your predefined parcels to speed up your fulfilment processes. Review your custom packages and ensure that the correct dimensions have been added, as this can affect your shipping charges.
(Note: your default package size will be used to determine the rates displayed at checkout for dynamic or courier rates).
- ☐ Always check parcel quantities before fulfilling! If the order requires more than one parcel, ensure that you [add additional parcels](#) during fulfillment.
- ☐ Double check and [geocode](#) delivery addresses before your fulfil to avoid delivery mishaps.
- ☐ If you are using [dynamic rates](#), make sure that high risk areas and high surcharges are catered for.
- ☐ Update the delivery times displayed at [rates at checkout](#) to match the extended delivery timelines provided by Bob Go. (ie. express = 2-3 days)
- ☐ Make sure you are on the right [plan](#)! If you require additional features, like dedicated support, remember to upgrade your plan.
- ☐ To speed up your fulfilment processes, scale your shipping and make use of the [bulk tools](#) functionality.
- ☐ Make use of [manifests](#) as proof of collection for multiple shipments to ensure faster collections.
- ☐ Use [partial fulfilments](#) to fulfil the items you have in stock to get orders out faster.

- ☐ Make use of the rule engine to apply [liability](#) cover to your orders when they are created on Bob Go. Other automations we recommend are setting predefined parcels, courier service level selections, and tagging orders and shipments.
- ☐ Familiarise yourself with Bob Go's shipping analytics tools to optimise your processes.
- ☐ Regularly review shipping data to identify trends and opportunities for optimisation. Use Bob Go's analytics tools to track key performance indicators like delivery times and shipping costs. Adjust your shipping strategy based on insights from your shipping data.
- ☐ Check the health of your shipments by using the [shipment health status](#), shown on shipment listings and the shipment details pages. Shipment health indicates whether a shipment is collected and/or delivered within the specified service level agreement time. This status can help identify problem parcels in advance and manage customer expectations.



Sales channels

- ☐ Upgrade your WooCommerce integration to Bob Go's new API-based integration, following the [step-by-step guide](#).
- ☐ Make sure the correct product volumetric weights are added on your Shopify sales channel.
- ☐ Take into account that if you have multiple stock locations on your Shopify sales channel, you will be charged at checkout for multiple shipments to the delivery address based on the stock origin location.
- ☐ Always test and review your rates at checkout.
- ☐ Before you can use rates at checkout, you will need to enable the Third-Party Carrier-Calculated Shipping Rates feature on Shopify first. This is available to the "Advanced" and "Plus" Shopify plan holders by default.





Peak season preparedness

- ☐ Inform customers about potential delays due to high demand, ensuring they have realistic expectations for their orders.
- ☐ Introduce local pickup or designated pickup points to provide customers with more flexible delivery choices during peak times.
- ☐ Enhance your shipping efficiency with [Bob Box](#) via Internet Express, which offers delivery to lockers to ensure better successful delivery rates.
- ☐ If you are unsure of any Bob Go features or would like to improve your knowledge of the platform, attend the BFCM webinars on **3 November 2026 (11am-12pm)**.



