The pulse of Black Friday

People, the mortar holding retail together

Operational lessons from the supplied 2024 Black Friday case study.

The challenge

Black Friday is a real-time stress test for retail operations. Customers need knowledgeable guidance, access to products and timely help while store teams balance service, replenishment and checkout demand.

The approach

Meerby turns store signals into staff action. Requests are routed to associates with the skills, availability and context to help. Buttons at locked showcases, high-value displays and service zones give customers a direct way to request assistance.

Support the whole purchase

The case study describes how intelligent request routing and tip cards help associates understand customer needs, recommend relevant add-ons and deliver complete solutions, rather than simply unlock a showcase.

Give managers a clearer view

Request patterns help managers see where customers need help and when demand builds. That visibility supports staffing decisions and deployment of associates with the right skills or showcase keys.

What to take onto your floor

01

Make help easy to request

Place clear help points at locked products, service desks and other areas where customers may otherwise wait or search for an associate.

02

Match the person to the need

Account for department knowledge, availability and access to keys. Quick arrival is only useful when the associate can resolve the request.

03

Turn engagement into a complete solution

Give associates relevant product prompts so the conversation supports the customer's whole task, not just the item in front of them.

04

Use the patterns to plan

Review demand by location and time. Use recurring requests to inform staff deployment and future floor decisions.

About this edition

Adapted from the supplied 2024 case study. This public edition omits store-level details and quantitative results; it preserves the operational approach and lessons.