

WORLD CUP READINESS

CHECKLIST



HOW PREPARED IS YOUR BUSINESS FOR DEMAND SURGES, FOOT TRAFFIC, AND PEAK COMMUNICATIONS?

MAJOR GLOBAL EVENTS DON'T CREATE NEW PROBLEMS — THEY EXPOSE EXISTING ONES. USE THIS CHECKLIST TO IDENTIFY WHERE YOUR COMMUNICATIONS, NETWORK, AND CUSTOMER EXPERIENCE MAY BE VULNERABLE BEFORE DEMAND INCREASES. *

1. CALL HANDLING & PHONE SYSTEM CAPACITY

When call volume spikes, even small inefficiencies become bottlenecks.

CAN YOUR PHONE SYSTEM HANDLE A SUDDEN INCREASE IN INBOUND CALLS WITHOUT DROPPED CALLS OR LONG WAIT TIMES?

DO YOU HAVE OVERFLOW ROUTING OR CALL QUEUES CONFIGURED FOR PEAK PERIODS?

ARE CALLS ROUTED INTELLIGENTLY TO THE RIGHT TEAM OR LOCATION?

CAN YOU EASILY SCALE USERS OR LINES TEMPORARILY IF NEEDED?

DO YOU HAVE VISIBILITY INTO CALL VOLUME, WAIT TIMES, AND ABANDONED CALLS?



Red Card: If you only notice call issues when customers complain, you're already reacting too late.

2. IVR, MESSAGING & CALLER EXPERIENCE

Callers expect clarity — especially during high-demand moments.

IS YOUR IVR MESSAGING CURRENT, ACCURATE, AND EASY TO NAVIGATE?

DOES YOUR GREETING SET EXPECTATIONS FOR WAIT TIMES OR ALTERNATE OPTIONS?

CAN CALLERS REACH A LIVE PERSON WHEN NEEDED?

2. IVR, MESSAGING & CALLER EXPERIENCE

Callers expect clarity — especially during high-demand moments.

IS YOUR MESSAGING CONSISTENT ACROSS LOCATIONS AND DEPARTMENTS?

HAVE YOU TESTED YOUR IVR RECENTLY FROM AN OUTSIDE CALLER'S PERSPECTIVE?



Red Card: Confusing or outdated IVR options increase hang-ups and frustration.

3. LANGUAGE ACCESSIBILITY & INCLUSIVITY

Global events bring global audiences.

DO YOU SUPPORT CALLERS WHO NEED ASSISTANCE IN MULTIPLE LANGUAGES?

ARE TRANSLATED IVR PROMPTS OR LANGUAGE ROUTING AVAILABLE WHERE NEEDED?

ARE FRONTLINE TEAMS EQUIPPED TO ESCALATE LANGUAGE-SPECIFIC CALLS APPROPRIATELY?

HAVE YOU EVALUATED LANGUAGE NEEDS BASED ON PAST EVENTS OR CUSTOMER DATA?



Red Card: Language barriers often go unnoticed internally but are highly visible to customers.

4. NETWORK PERFORMANCE & RELIABILITY

Your network is the backbone of everything else.

CAN YOUR NETWORK SUPPORT INCREASED USAGE WITHOUT LATENCY OR DEGRADATION?

ARE VOICE, VIDEO, AND COLLABORATION TOOLS PRIORITIZED ON YOUR NETWORK?

DO YOU HAVE REAL-TIME MONITORING OR ALERTS FOR NETWORK PERFORMANCE ISSUES?

IS YOUR INFRASTRUCTURE PREPARED FOR TEMPORARY SPIKES IN USAGE?

DO YOU HAVE A DOCUMENTED RESPONSE PLAN FOR OUTAGES OR SLOWDOWNS?



Red Card: "It usually works fine" is not a capacity strategy.



5. GUEST WI-FI & SECURITY

More guests means more risk.

IS GUEST WI-FI SEGMENTED FROM INTERNAL BUSINESS SYSTEMS?

ARE BANDWIDTH LIMITS OR CONTROLS IN PLACE TO PREVENT CONGESTION?

DO YOU HAVE VISIBILITY INTO GUEST NETWORK USAGE?

ARE SECURITY POLICIES REVIEWED AND ENFORCED CONSISTENTLY?

IS YOUR TEAM PREPARED TO RESPOND IF GUEST ACCESS CREATES A SECURITY CONCERN?



Red Card: Convenience without controls often leads to exposure.

6. ON-SITE FOOT TRAFFIC & COMMUNICATION GAPS

High foot traffic creates pressure on teams and systems.

CAN STAFF EASILY COMMUNICATE INTERNALLY DURING PEAK PERIODS?

ARE PAGING, ALERTS, OR INTERNAL MESSAGING SYSTEMS RELIABLE?

DO YOU HAVE VISIBILITY INTO WHERE BOTTLENECKS OCCUR DURING BUSY TIMES?

CAN LEADERSHIP QUICKLY COMMUNICATE UPDATES TO STAFF ACROSS LOCATIONS?

ARE ESCALATION PATHS CLEARLY DEFINED WHEN THINGS GET BUSY?



Red Card: When teams rely on improvisation, consistency breaks down.

7. VISIBILITY, MONITORING & SUPPORT

You can't fix what you can't see.

DO YOU HAVE DASHBOARDS OR REPORTING FOR VOICE AND NETWORK PERFORMANCE?

ARE ISSUES DETECTED PROACTIVELY OR ONLY AFTER IMPACT?

DO YOU KNOW WHO TO CONTACT FOR IMMEDIATE SUPPORT DURING HIGH-DEMAND EVENTS?



7. VISIBILITY, MONITORING & SUPPORT

You can't fix what you can't see.

ARE SUPPORT RESPONSE TIMES CLEARLY DEFINED?

HAVE YOU STRESS-TESTED YOUR SYSTEMS RECENTLY?



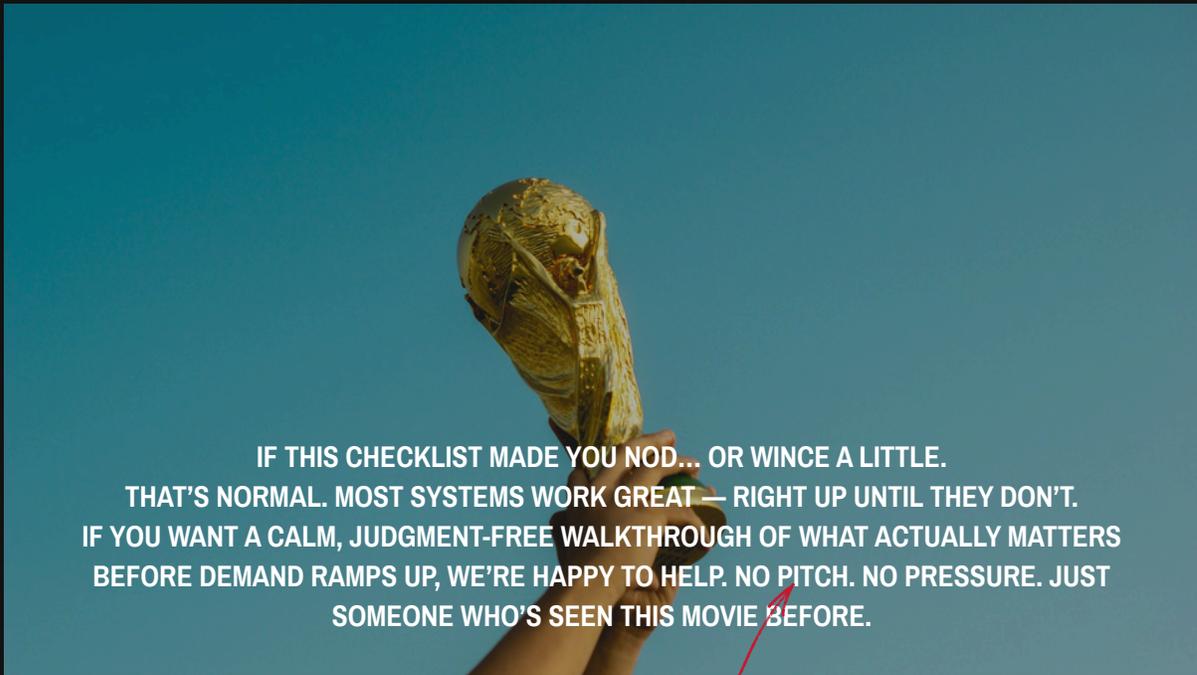
Red Card: Lack of visibility turns small issues into major disruptions.

WHAT'S YOUR COMPANY'S ADVANTAGE?

MOSTLY CHECKED: YOU'RE LIKELY IN A STRONG POSITION, BUT PRESSURE TESTING STILL MATTERS.

SEVERAL UNCHECKED: THESE GAPS MAY NOT SHOW UP TODAY, BUT THEY WILL UNDER STRESS.

UNSURE ON MULTIPLE QUESTIONS: THAT UNCERTAINTY ITSELF IS A RISK INDICATOR.



IF THIS CHECKLIST MADE YOU NOD... OR WINCE A LITTLE.
THAT'S NORMAL. MOST SYSTEMS WORK GREAT — RIGHT UP UNTIL THEY DON'T.
IF YOU WANT A CALM, JUDGMENT-FREE WALKTHROUGH OF WHAT ACTUALLY MATTERS
BEFORE DEMAND RAMPS UP, WE'RE HAPPY TO HELP. NO PITCH. NO PRESSURE. JUST
SOMEONE WHO'S SEEN THIS MOVIE BEFORE.

ha see what we did there