

How to use: Go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Inventory and Demand Planning

- 1 Are A-class SKU reorder points recalculated using live October-November sell-through, not prior-year December?
- 2 Do all Q4 reorders include a 10-15% lead time buffer on supplier timelines?
- 3 Is inventory velocity tracked by SKU with automated reorder triggers tied to real-time sell-through?
- 4 Do you have a backup supplier relationship active at 10-15% of volume for every A-class SKU?
- 5 Is there visibility into inbound shipment ETAs across all channels with delay alerts?

Fulfillment and 3PL Operations

- 6 Does your 3PL contract include a peak capacity addendum with daily throughput commitments?
- 7 Is there a proactive notification protocol when warehouse queue exceeds defined thresholds?
- 8 Do you run an 8 AM daily unfulfilled orders report flagging orders over 12 hours past promised ship?
- 9 Is shipment confirmation in Seller Central tied to first carrier scan, not label print?
- 10 Is there a pre-agreed overflow fulfillment location for peak capacity spikes?

Carrier and Delivery Performance

- 11 Is volume diversified across at least two carrier networks with zone-based routing?
- 12 Do you track on-time delivery by zone, not just national averages?
- 13 Are carrier cutoff dates for ground, 2-day, and next-day confirmed and displayed at checkout?
- 14 Has checkout copy shifted from hard delivery promises to soft urgency framing?
- 15 Do you have a carrier escalation protocol for zones running delays over 10%?

Platform Metrics and Enforcement

- 16 Are internal LSR alerts set at 2.5% or below, ahead of Amazon's 4% threshold?
- 17 Is handling time in every marketplace settings page aligned with actual warehouse throughput?
- 18 Is account health monitored daily by a named person, not a shared inbox?
- 19 Do you have a documented response plan if LSR or cancellation rate breaches threshold?
- 20 Are Buy Box rotation and search rank tracked by SKU with alerts for material drops?

Customer Service and Post-Purchase

- 21 Do you have 5-7 pre-written customer service macros covering the most common peak shipping issues?
- 22 Is a three-stage post-purchase email sequence running at 24, 72, and 120 hours?
- 23 Is seasonal support staff augmentation scheduled and trained before peak weeks begin?
- 24 Do you track WISMO contact rate and work actively to reduce it through proactive communication?
- 25 Is there a post-peak post-mortem process that updates SOPs based on actual performance data?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Peak season will break your operation. Structural gaps are actively destroying margin and customer trust.
12-19	MODERATE	2-3 layers need immediate attention before Q4 volume compounds the gap.
20-25	STRONG	Your peak season system is operational. Focus on post-mortem and year-over-year improvement.

Book a free peak season operations audit at modonix.com/services — we identify your top 3 shipping and fulfillment risks in one session. Written by Ahmed Abuswa, Modonix.com