

How to use: Go through each section and check every box that applies to your operation today. Tally your score at the end. Any unchecked box is a documented gap that is either manufacturing angry contacts or inflating the cost of resolving them.

## Inbox Load & Recurring Defects

- 1  Can you name your top three contact reasons by volume, in order, from your data?
- 2  Is every ticket tagged against a fixed list of root operational causes, not just by buyer?
- 3  Do you know your average touchpoints per affected customer per defect?
- 4  Does any recurring cause crossing a threshold get routed to operations as a fix, not a support task?
- 5  Do you track repeat contacts about the same unresolved issue separately from new contacts?

## Refund Escalation Control

- 6  Do you have a hard first-meaningful-response standard separate from time-to-resolution?
- 7  Can agents resolve low-value refund disputes instantly with a pre-authorized ceiling?
- 8  Do you have a documented concession ladder rather than improvised case-by-case decisions?
- 9  Do you measure staff hours spent on contested refunds against time spent on new orders?
- 10  Is policy enforcement reserved for genuine abuse rather than used as a default brush-off?

## Shipping & Chargeback Prevention

- 11  Does a trigger flag any order whose tracking has not updated within a defined window?
- 12  Do customers hear about delivery delays from you before they contact you?
- 13  Can agents offer a defined remedy on confirmed delivery failures without escalation?
- 14  Do you respond substantively the moment a chargeback is threatened, with evidence captured?
- 15  Do you track your dispute conversion rate and watch it against processor thresholds?

## Public Reputation Defense

- 16  Does every ticket close only after the customer confirms the issue is resolved?
- 17  Is there a proactive follow-up on any contact that ends unresolved or lukewarm?
- 18  Do you scan your review surfaces on a fixed cadence with a designated owner?
- 19  Do you respond to negative public reviews within hours rather than weeks?
- 20  Can you trace public reviews back to the private support interaction that caused them?

## Team Health & Time Drain

- 21  Is the hostile-escalation share of each agent's queue capped and monitored?
- 22  Do agents have authority to end most disputes without begging for permission?
- 23  Do you track de-escalation time as a share of total handle time across the queue?
- 24  Is the owner or senior operator the rare exception in the escalation chain, not the default?
- 25  Do you review your cost-per-resolved-issue regularly to see if it is rising or falling?

## SCORING GUIDE

Score	Level	What it means
0-11	<b>CRITICAL</b>	Anger is an unmanaged output. Defects are manufacturing contacts faster than you can resolve them.
12-19	<b>MODERATE</b>	Gaps in 2 to 3 areas are inflating refund costs, chargebacks, or team load. Fix these first.
20-25	<b>STRONG</b>	Anger is handled as a system. Focus on tightening response windows and cost-per-issue.

Book a free operations review at [modonix.com/services](https://modonix.com/services). We map your angry-contact volume to its root operational causes in one session. Written by Ahmed Abuswa, Modonix.com

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