

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.

Shipping Reality Check

- 1 ☐ Do you track cost per shipment against Amazon's benchmark shipping rate?
- 2 ☐ Is your free shipping threshold clearly stated before checkout begins?
- 3 ☐ Do you know your average transit time versus Amazon's stated window?
- 4 ☐ Have you calculated true fulfillment cost per order this quarter?
- 5 ☐ Do you test how shipping cost display affects cart abandonment?

Post-Sale Memory Systems

- 6 ☐ Do you email customers within 24 hours after delivery confirmation?
- 7 ☐ Is there a system that re-contacts buyers 30 days after purchase?
- 8 ☐ Do you automatically collect reorder dates or usage cycles?
- 9 ☐ Have you built a specific trigger for one-time buyers?
- 10 ☐ Do you track how many past customers never received a follow-up?

Service Response Speed

- 11 ☐ Does a live person answer the phone during posted hours?
- 12 ☐ Do you resolve complaints without routing customers to a web form?
- 13 ☐ Is your support ticket response time measured against a set benchmark?
- 14 ☐ Are staff authorized to solve issues without escalation delays?
- 15 ☐ Do you audit how many complaints close on first contact?

Retention Economics

- 16 ☐ Do you know your customer acquisition cost across every channel?
- 17 ☐ Do you calculate repeat purchase rate separately from total sales?
- 18 ☐ Have you compared lifetime value against first order profit margin?
- 19 ☐ Do you know what percentage of revenue comes from repeat buyers?
- 20 ☐ Have you audited marketplace commission drag on net customer margin?

Delay Recovery Protocol

- 21 ☐ Do you have a scripted response ready for shipping delay complaints?
- 22 ☐ Can staff issue instant refunds without manager approval delay?
- 23 ☐ Do you offer above-value store credit to retain angry customers?
- 24 ☐ Do you notify customers proactively before a delay complaint arrives?
- 25 ☐ Do you track how many delayed orders convert into lost customers?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com