

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.

Tracking Visibility

- 1 ☐ Does every order carry a tracking number that updates automatically?
- 2 ☐ Do you email customers when tracking stalls past a set number of days?
- 3 ☐ Does a passed ETA trigger an automatic revised delivery estimate?
- 4 ☐ Do stalled shipments trigger an internal alert before the customer complains?
- 5 ☐ Is there a written protocol for orders with no scan update in 14 days?

Margin Control

- 6 ☐ Do you know shipping cost as a percent of product cost per SKU?
- 7 ☐ Have you recalculated margins since your carrier rates last increased?
- 8 ☐ Do you review per-SKU shipping cost against per-SKU margin monthly?
- 9 ☐ Has any SKU's shipping cost exceeded its own landed product cost?
- 10 ☐ Do you audit every fee waiver issued by support against written policy?

Supplier Risk

- 11 ☐ Do you track average transit time separately for each supplier?
- 12 ☐ Have you set a maximum transit window that triggers supplier review?
- 13 ☐ Do you audit supplier packaging quality on a recurring schedule?
- 14 ☐ Is there a backup supplier for any SKU with chronic delay history?
- 15 ☐ Can you name which supplier caused last quarter's late-order cancellations?

Support Policy

- 16 ☐ Is there a documented refund or credit policy for late shipments?
- 17 ☐ Do reps have a pre-approved credit range for delay complaints?
- 18 ☐ Is every discretionary fee waiver logged for monthly review?
- 19 ☐ Do you track repeat complaints tied to the same shipping failure?
- 20 ☐ Is there a scripted reply ready for orders past the promised date?

Packaging Retention

- 21 ☐ Do you measure repeat purchase rate against original shipping speed?
- 22 ☐ Have you tested packaging durability on your slowest shipping lane?
- 23 ☐ Do you know how many customers churned after one delayed order?
- 24 ☐ Is delivery performance reviewed when deciding supplier retention?
- 25 ☐ Do you audit reviews monthly for shipping-related complaints?

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