

How Subscription Tools Boost MRR and Retention: 25 Point Self-Audit

25 point operator self-audit • modonix.com
Ahmed Abuswa • Head of E-Commerce Operations • Modonix

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.

Failed Payment Recovery

- 1 ☐ Do you have a written rule for when a past-due account counts as churned?
- 2 ☐ Does your team log staff hours spent chasing past-due accounts each month?
- 3 ☐ Is there an automatic retry sequence before any manual dunning outreach begins?
- 4 ☐ Can you name the exact day a failed payment shifts to churned status?
- 5 ☐ Do you track what share of past-due accounts recover without manual work?

Billing Platform Gaps

- 6 ☐ Does your billing system auto-email customers the moment a card is declined?
- 7 ☐ Have you confirmed whether decline alerts are on by default or need setup?
- 8 ☐ Is there a documented escalation path when billing support pushes issues back?
- 9 ☐ Do you track support hours spent monthly fixing billing-platform-caused problems?
- 10 ☐ Is someone accountable for catching failed charges outside the billing tool itself?

MRR Metrics Visibility

- 11 ☐ Can you view current MRR and churn in one place without exporting data?
- 12 ☐ Is metered or usage-based revenue reported separately from flat subscription MRR?
- 13 ☐ Do you know how much usage-based billing swings your MRR month to month?
- 14 ☐ When MRR retention tops 100%, do you check base-account health separately?
- 15 ☐ Does your churn formula reveal cancellations hidden behind strong upsell revenue?

Cancellation Integrity

- 16 ☐ Does billing stop the same day a customer marks cancellation complete?
- 17 ☐ Have you audited last quarter for charges billed after cancellation requests?
- 18 ☐ Is there a documented process for reversing post-cancellation charges quickly?
- 19 ☐ Do you track chargebacks tied specifically to cancellation timing errors?
- 20 ☐ Can customers get written cancellation confirmation before the next billing cycle runs?

Retention Activation Signals

- 21 ☐ Do you track usage decline as a churn signal, not just survey scores?
- 22 ☐ Is there a defined engagement-drop threshold that triggers proactive outreach?
- 23 ☐ Does your trial length give enough time to weed out non-value users?
- 24 ☐ Do you review which paid accounts never activated core features before churning?
- 25 ☐ Is churn treated as something you actively engineer down, not just report?

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/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com