

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 Cost Accuracy

- 1 ☐ Do you weigh every package before quoting a shipping price to customers?
- 2 ☐ Do you calculate dimensional weight for irregularly shaped products before listing?
- 3 ☐ Have you compared your quoted shipping rate against actual carrier invoices this month?
- 4 ☐ Do you rebill or absorb the difference when actual shipping cost exceeds the quote?
- 5 ☐ Do you review shipping cost accuracy after every carrier rate change?

Checkout Transparency

- 6 ☐ Do you display shipping costs before the final checkout page loads?
- 7 ☐ Do you show estimated delivery windows on the product page itself?
- 8 ☐ Have you tested cart abandonment against your shipping fee disclosure timing?
- 9 ☐ Do you offer a free or flat shipping option to reduce checkout sticker shock?
- 10 ☐ Do you disclose delivery time estimates before asking for payment information?

Delay Response Protocol

- 11 ☐ Do you have a written script for customers asking about delayed shipments?
- 12 ☐ Do you offer a refund or above value credit when supplier shipping runs late?
- 13 ☐ Do you track how many refund requests trace back to slow supplier shipping?
- 14 ☐ Do you notify customers proactively once a shipment misses its promised window?
- 15 ☐ Do you review supplier shipping speed before adding them to your catalog?

Damage And Liability

- 16 ☐ Do you know whether your carrier contract requires proof of purchased insurance?
- 17 ☐ Have you filed a damage claim with a carrier in the past twelve months?
- 18 ☐ Do you have a documented process for handling customer damaged package complaints?
- 19 ☐ Do you carry transit insurance on freight shipments above a set dollar threshold?
- 20 ☐ Do you know who is contractually liable when a freight shipment arrives damaged?

Carrier Accountability

- 21 ☐ Do you track your carrier's on time delivery rate by shipping zone?
- 22 ☐ Do you know what compensation, if any, your carrier owes for late delivery?
- 23 ☐ Do you audit carrier performance data against your own delivery promise?
- 24 ☐ Do you have a backup carrier ready when your primary carrier underperforms?
- 25 ☐ Do you review your shipping metrics monthly against customer complaint volume?

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