

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.

Acquisition And Retention

- 1 ☐ Do you track repeat purchase rate separately from total acquisition spend?
- 2 ☐ Do you have an automated follow-up sequence after first purchase?
- 3 ☐ Can you name your 30-day, 60-day, and 90-day repeat purchase rates?
- 4 ☐ Do you measure customer lifetime value against acquisition cost monthly?
- 5 ☐ Do you have a system for re-engaging customers who go silent?

Churn And Onboarding

- 6 ☐ Do you know your churn rate for months 1 through 12 separately?
- 7 ☐ Have you interviewed customers who canceled in the last 90 days?
- 8 ☐ Does your onboarding process have a documented, repeatable checklist?
- 9 ☐ Do you know what percentage of trial users never return after one use?
- 10 ☐ Is your churn benchmark based on your own segment, not industry averages?

Inventory And Stock

- 11 ☐ Do your website, stores, and warehouse show identical stock counts now?
- 12 ☐ Do you know your inventory carrying cost as a percent of revenue?
- 13 ☐ Are all SKUs counted in physical inventory, not just high-dollar items?
- 14 ☐ Do you have a documented root cause process for stock discrepancies?
- 15 ☐ Do you use a lost inventory bucket instead of investigating shrinkage?

Systems And Data

- 16 ☐ Is customer and lead data stored in one system, not five spreadsheets?
- 17 ☐ Has any critical spreadsheet formula ever broken without anyone noticing?
- 18 ☐ Are your operating processes documented, not dependent on tribal knowledge?
- 19 ☐ Would your processes survive a headcount quadrupling without breaking?
- 20 ☐ Does every scope change get logged and billed, not absorbed for free?

Financial And Margin

- 21 ☐ Do you have a dedicated function chasing overdue customer payments?
- 22 ☐ Do you know your true net margin after owner pay and all costs?
- 23 ☐ Have you audited management headcount for roles stuck on old habits?
- 24 ☐ Do frontline employees have a channel to flag efficiency opportunities?
- 25 ☐ Do your cancellation terms avoid forcing customers to escalate or threaten?

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