

Measure the Problem Before You Spend on the Fix: 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.

Lead Response Funnel

- 1 ☐ Do you track minutes between lead capture and first call attempt?
- 2 ☐ Can you name the exact funnel stage where prospects drop off most?
- 3 ☐ Have you measured callback speed against actual close rates?
- 4 ☐ Do you know which channel generated each lead before renewing ad spend?
- 5 ☐ Is lead response time logged separately from total lead volume?

ERP Data Integrity

- 6 ☐ Have you audited unit measurements across every ERP data field?
- 7 ☐ Can you confirm who validated source data before the ERP went live?
- 8 ☐ Do you know how many manual workarounds staff use each week?
- 9 ☐ Has anyone tested the ERP against last year's actual order volume?
- 10 ☐ Do you track error frequency by module, not just total errors?

Consultant Vendor Spend

- 11 ☐ Do you compare consultant hours billed against a historical baseline?
- 12 ☐ Can you list deliverables received for every invoice paid last quarter?
- 13 ☐ Have you calculated the consultant's effective cost versus output?
- 14 ☐ Do you review contractor scope monthly against original deliverables?
- 15 ☐ Is there a dollar ceiling requiring written justification before spend?

Deal Sizing Scoping

- 16 ☐ Did you calculate maximum possible ROI before signing this contract?
- 17 ☐ Can this engagement return its fee even with flawless execution?
- 18 ☐ Have you sized the problem in dollars before pricing the fix?
- 19 ☐ Did you compare projected gain against total contract cost?
- 20 ☐ Is this budget request backed by a measured cost of the problem?

Root Cause Discipline

- 21 ☐ Have you run a root cause analysis in the last fiscal year?
- 22 ☐ Can you name the last decision made without measuring the problem first?
- 23 ☐ Do you know your marketing to production spend ratio right now?
- 24 ☐ Did you budget for stabilization time, not just stabilization cost?
- 25 ☐ Would skipping diagnosis here cost more than the diagnosis itself?

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