CUSTOMERS AREN'T DISAPPEARING. THEY'RE SLIPPING THROUGH GAPS YOU CAN'T SEE.
THIS CHECKLIST HELPS YOU SPOT THE MOMENTS WHERE CONFIDENCE DROPS, FRICTION APPEARS, AND REVENUE QUIETLY LEAKS.

TICK ✓ IF STRONG. | CIRCLE × IF BROKEN. | × = REVENUE LEAK.

WHERE TRUST IS WON OR LOST

- [ ] Response times are fast and consistent
- [ ] Website / landing pages are clear and friction-free
- [ ] Calls and enquiries don't go unanswered
- [ ] Customers know what happens next

WHERE EARLY CHURN HIDES

- [ ] Clear onboarding steps are provided
- [ ] A quick win is delivered in week one
- [ ] Expectations are set early
- [ ] Proactive check-ins replace firefighting

WHERE MOMENTUM IS LOST

- [ ] Thank-you / confirmation feels human
- [ ] Customers aren't left in silence
- [ ] Follow-ups add value (not noise)
- [ ] Automation doesn't feel cold or robotic

WHERE FRUSTRATION BUILDS

- [ ] Support response times are reliable
- [ ] Escalation paths are clear
- [ ] Humans step in when urgency is high
- [ ] Issues are resolved, not just closed

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WHERE REVENUE COMPOUNDS (OR DOESN'T)

- ◯ Repeat behaviour is rewarded quickly
- ◯ Loyal customers are recognised
- ◯ Customers are invited into what's next
- ◯ Retention is treated as a revenue metric

WHERE BLIND SPOTS FORM

- ◯ Feedback is collected at key moments
- ◯ Themes are reviewed regularly
- ◯ Customers see actions taken
- ◯ CX data is visible to leadership

SCORING BLOCK:
24–30 ✓ → MINOR LEAKS, OPTIMISATION STAGE
16–23 ✓ → REVENUE AT RISK
≤15 ✓ → GROWTH IS LEAKING RIGHT NOW

BLUNT LINE BENEATH:
LOW SCORE = NOT A MARKETING PROBLEM.

FOUND LEAKS? FIX THEM PROPERLY.

If customers are slipping through your experience, guessing won't help.

A Fix-It Call shows you exactly where revenue is escaping — and what to fix first.

Book A Fix-It Call

15 MINUTES. NO FLUFF. CLEAR PRIORITIES.