

MARK ✓ IF COMPLETE, X IF A LEAK.

#	Audit Item	Mark
1	Do you send an order confirmation email immediately after purchase with a friendly tone?	
2	Does the email clearly state what happens next (shipping dates, delivery estimate)?	
3	Is packaging aligned with brand / holiday theme (or gives “unboxing feel”)?	
4	Did you include a welcome / product care / usage guide in the packaging (or digital)?	
5	Do you follow up with a “How was your experience?” email 5–7 days after delivery?	
6	Do you offer easy support — chat, contact, returns, FAQs — post-delivery?	
7	Do you send a soft incentive (discount, referral, bonus) for next purchase?	
8	Do you send a re-engagement / repeat-purchase offer leading into 2026?	
9	Is the post-purchase journey mapped — from order to repurchase — with all touchpoints defined?	
10	Do you have capability to track repeat rate, customer feedback & loyalty metrics post-holiday?	

## SCORING GUIDE:

8–10 ✓ = YOUR DECEMBER CX IS SOLID — YOU’RE LIKELY TO CONVERT HOLIDAY BUYERS INTO LONG-TERM CUSTOMERS

5–7 ✓ = LOOPS EXIST, BUT LEAKS REMAIN — THIS IS WHERE YOU LOSE REPEAT BUSINESS

&lt; 5 ✓ = HIGH RISK: HOLIDAY BUMP WILL FADE FAST