

USE THIS AUDIT TO IDENTIFY LEAKS BEFORE THEY BECOME JANUARY CHURN.
MARK ✓ OR X. IF ANY X - THAT'S A FRICTION/LEAK POINT.

Time	Audit Item	Mark
Week 1: Immediate Post-Purchase CX	Confirmation email under 5 minutes	
	Personalised thank-you sent	
	Quick win or value-add delivered within 48 hours	
	Clear next steps provided	
	Support availability communicated	
Week 2: Experience Delivery	Smooth fulfilment or setup experience	
	Tracking updates proactive (not reactive)	
	No unanswered customer queries	
	First “moment of value” achieved	
	No negative friction reported	

Time	Audit Item	Mark
Week 3: Engagement & Nurture	New Year check-in email scheduled	
	Helpful resources or tips sent	
	Community/newsletter invite provided	
	No long periods of silence	
	Customer feels guided, not forgotten	
Week 4: Retention & Loyalty	Reward for second purchase offered	
	Early access perk or January-only upgrade	
	Pain points reviewed and fixed	
	Follow-up asking for feedback	
	Loop closed with visible action taken	

SCORE INTERPRETATION:

18–20: YOUR DECEMBER → JANUARY CX IS LOYALTY-READY

14–17: YOU'RE STRONG, BUT LOYALTY GAPS EXIST

10–13: HIGH CHURN RISK — FIX PRIORITY LEAKS IMMEDIATELY

<10: DECEMBER BUYERS WILL DISAPPEAR IN JANUARY

LOW SCORE = REVENUE LEAK. HIGH SCORE = 2026 LOYALTY ENGINE.