

Revenue Leak Audit Checklist

Find and fix the 5 most common places service businesses silently lose revenue.

HOW TO USE THIS CHECKLIST

Work through each section below. Check off items you already have in place. Anything unchecked is a revenue leak you can fix. The math boxes help you estimate what each leak is costing you monthly.

1. Missed Call Response

When a customer calls and you can't answer, what happens next?

- Do you have a system that responds to missed calls within 60 seconds?
- Does your missed-call response include a way for the caller to book or get help immediately?
- Can you track how many missed calls you get per day/week?
- Do you know what percentage of missed callers eventually become customers?
- Is your after-hours call handling different from during-hours (and is it working)?

Quick math: ___ missed calls/week × \$___ avg job value × ___% close rate = \$_____ lost/month

2. Response Speed

How fast do leads hear back from you after first contact?

- Do you respond to all inquiries (calls, forms, texts) within 5 minutes during business hours?
- Do leads who reach out after hours get an immediate automated response?
- Have you measured your average response time this month?
- Do you have a system that alerts you to new leads in real-time?
- Can a lead book an appointment without waiting for a callback?

Industry benchmark: Leads contacted within 5 minutes are 21x more likely to convert than those contacted after 30 minutes. (MIT Lead Response Management Study)

3. Estimate Follow-Up

After you send a quote, what happens if the customer goes quiet?

- Do you have an automated follow-up sequence after sending estimates?
- Do you follow up at least 3 times before marking a lead as lost?
- Can you track which estimates are pending vs. accepted vs. declined?
- Do you know your estimate-to-close rate?
- Is there a system that reminds you to follow up, or does it depend on memory?

Quick math: ___ open estimates × \$___ avg value × ___% that would close with follow-up = \$_____ recoverable/month

4. Lapsed Customer Re-Engagement

Past customers who haven't booked in 6+ months — are you reaching out?

- Do you have a list of past customers who haven't booked in 6+ months?
- Do you send periodic check-ins or seasonal reminders to past customers?
- Can you identify which past customers are most likely to rebook?
- Do you offer any incentive for repeat business (priority scheduling, loyalty pricing)?
- Is this process automated or does it require manual effort each time?

5. Review & Reputation

Are you systematically generating reviews from happy customers?

- Do you ask every completed job for a Google review?
- Is the review request automated (text/email after job completion)?
- Do you respond to all reviews (positive and negative) within 48 hours?

- Do you know your current Google rating and review count?
- Are you monitoring competitor review counts and ratings?

Your Score

Checks Completed	Status	Action
20-25 out of 25	Excellent	You're ahead of 95% of service businesses. Fine-tune what you have.
15-19 out of 25	Good foundation	Key systems are in place. Focus on automating the gaps.
10-14 out of 25	Significant leaks	You're likely losing thousands monthly. Prioritize sections with the most unchecked items.
0-9 out of 25	Major opportunity	The good news: fixing even 2-3 of these areas will have an outsized impact on revenue.

Want to see exactly how much these leaks are costing you?

Use our free ROI Calculator at getziviro.com/roi.html

Or call our demo line: **(267) 656-6998**

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