The 7 operational revenue leaks self-diagnostic

> *“Consultants want thousands of dollars to run an operational audit to tell me where my business is losing money.”*

Category: operations **Setup Time:** ~30 minutes **Estimated Hours Saved:** 4 hrs/week **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Service businesses lose margin in the exact same seven operational leaks: unanswered calls, unconfirmed appointments, stalled estimates, forgotten reviews, expired card churn, manual duplicate intake, and AI search invisibility. You do not need an outside consultant to audit them. Use this self-diagnostic worksheet to calculate your monthly leakage in dollar terms and activate the built-in software settings that plug each leak in under 45 minutes.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **DGF Revenue Leak Calculator Worksheet:** **(Free Tier / Wholesale)**
- **Existing Business SaaS Stack:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Audit your missed call rate (Leak 1)**
   Multiply your average daily missed calls during business and after hours by your average customer transaction value. Plug it immediately with automated text-back.

2. **Calculate no-show and cancellation rate (Leak 2)**
   Review your calendar over the past 30 days to count no-shows. Multiply empty slots by your average booking fee. Plug it with automated 24h SMS reminders containing one-tap reschedule links.

3. **Review unaccepted quotes and invoice lag (Leaks 3 & 4)**
   Run a report of unaccepted quotes over 7 days old and unpaid invoices over 14 days old. Deploy automated 3-day and 7-day polite reminder sequences.

4. **Verify review velocity and intake friction (Leaks 5, 6 & 7)**
   Check how many completed jobs left a Google review last month and how many paper forms require staff re-typing. Activate post-service review triggers and digital intake.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: How much revenue does an average service business leak every month?

A: Most local businesses doing 0,000 to 00,000 monthly lose between ,500 and ,000 each month to missed calls, late invoices, and no-shows.

Q: Do I have to buy new software to plug these 7 leaks?

A: No. In over 80% of businesses, the settings to send automatic reminders, missed-call texts, and invoice notices already exist inside the booking or phone software they already pay for.