

AAMIRTECHS

The E-Commerce Support Audit Checklist

30 checks used by professional support operations to find the leaks in response times, quality, and workflow.

Score yourself: give 1 point per check.

25-30: excellent · 18-24: solid, with gaps · below 18: leaking revenue.

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Response Times

- 1. First response time is measured on every channel, every week.
- 2. Live chat first response is under 60 seconds during business hours.
- 3. Email and ticket first response is under 4 business hours.
- 4. There is a written escalation path for anything waiting too long.
- 5. After-hours coverage (or a clear holding reply) is in place.

Coverage & Availability

- 6. Support hours are published and match when customers actually write in.
- 7. Peak periods (sales, holidays, launches) have extra coverage planned.
- 8. No channel is a dead end: every inbox, form, and chat is monitored.
- 9. Out-of-office and holiday replies set honest expectations.

Quality & Consistency

- 10. A short quality rubric exists (accuracy, tone, completeness, follow-through).
- 11. A random sample of resolved tickets is reviewed every week.
- 12. Agents get specific coaching on one behavior at a time.
- 13. Response templates are reviewed monthly and never go stale.
- 14. A second pair of eyes checks refunds, replacements, and sensitive replies.

Triage & Workflow

- 15. Every ticket is tagged by root cause, not just priority.

- 16. The top three ticket tags each month trigger a store-side fix.
- 17. Canned replies exist for the 20 most common questions.
- 18. Reopened tickets are tracked as their own metric.
- 19. There is a defined handoff process between shifts and agents.

Tools & Automation

- 20. Agents can see order, payment, and shipment status without switching tools.
- 21. Order-status and tracking questions are answered by automation or self-serve.
- 22. The help center answers the top 20 questions (and is actually findable).
- 23. Chat transcripts and ticket history follow the customer across channels.

Customer Experience

- 24. Every resolution ends with a clear confirmation of what happens next.
- 25. Satisfaction or effort is measured at resolution, not once a year.
- 26. Negative feedback gets a personal follow-up within 24 hours.
- 27. Customers are never asked for the same information twice.
- 28. The returns and refund policy is one click from the product page.

What next?

If this audit surfaced gaps, you do not have to fix them alone. AamirTechs runs e-commerce support operations end to end: triage, responses, QA, and the store-side fixes behind them. Describe your situation at aamirtechs.com/contact/ and get a reply within one business day.