OPSIAN

Illustrative sample report

Operations audit
Retail and consumer brands

A consumer brand selling through its own stores, its online shop and marketplaces: customer service, loyalty, marketing operations and analytics.

Prepared by
Opsian Technologies LLC

Engagement
Operations audit, fixed scope

Owned by
The client organisation

This sample shows the structure and depth of an Opsian audit. The organisation is invented: every name, system, figure and finding in it is illustrative and none is taken from any client. A real audit is written from your own operation and delivered as a document your organisation owns and can take to any builder.

Executive summary

The brand knows its customers, in five different places.

The brand sells through 22 stores, its own e-commerce platform and two marketplaces. Its products and service are well regarded. Behind them, the same customer appears as a store sale, a web account, a loyalty member and a support ticket, and no one can join them.

5 records
for the same customer across channels (illustrative)

31%
of support tickets ask where an order is (illustrative)

9 days
to produce the monthly trading pack (illustrative)

10
recurring decisions mapped, 4 of them made without current data (illustrative)

What we found

- **Customers are not one record.** Store sales, online accounts, loyalty members and marketplace buyers are held separately; the loyalty platform matches them by email when it can.
- **Support answers from three screens.** Agents check the e-commerce platform, the carrier portal and the store system to say where an order is.
- **Campaigns are built from exports.** Marketing lists are exported, cleaned in spreadsheets and uploaded, so opt-outs can lag by a week.
- **Loyalty points are adjusted by hand.** Store staff and agents grant goodwill points with no limit and no reason recorded.
- **Reporting is assembled, not produced.** The monthly trading pack is built from six exports and reconciled by one analyst.

Recommendation. Make the customer the first record. Join store, online, loyalty and support identities into one profile that carries its consents, and let service, campaigns and reporting read from it. Build personalisation only once that profile is trusted. Phase one is scoped on page 6.

The four questions

Every audit answers the same four questions, none of them about AI.

They are asked of the people who run the operation, on the floor, before any system is proposed.

1 Where does the data originate?

Reachable in real time, or only as an export?

Source	What it holds	Access	Observation
E-commerce platform	Online orders, accounts	Integration, real time	Clean, but online customers only
Point of sale (POS)	Store sales, returns	Export, nightly	Most sales carry no customer
Loyalty platform	Members, points, rewards	Integration, real time	Matches customers by email when it can
Marketplace portals	Marketplace orders	Exports, daily	Buyer details masked by each marketplace
Helpdesk	Tickets, chats, calls	Integration, real time	Tickets are not linked to orders
Marketing tool	Lists, campaigns, opt-outs	Uploads from spreadsheets	Consent lags the source by days

2 What decisions are being made?

By whom, on what evidence, and how long does each one take?

Decision	Owner	Evidence used	Cycle time
Where is this order?	Support agent	Three systems, checked by hand	Minutes, per ticket
Grant goodwill points?	Store staff or agent	Judgement	Instant, unrecorded
Who receives this campaign?	Marketing manager	An exported list	Days, per campaign
Which lines to reorder?	Merchandiser	The trading pack	Monthly
Refund or replace?	Support lead	Ticket history	Same day

3 Where does it fail today?

How is failure detected, and who absorbs it?

Failure	Severity	How it is detected	Who absorbs it
Campaign sent to a customer who opted out	High	A complaint	Marketing, and the brand
Points granted twice for one issue	Low	Quarterly loyalty review	Finance, as liability
Customer repeats their story to each channel	Medium	Reviews and survey comments	Support
Reorder made on month-old data	Medium	Stock-outs or markdowns	Merchandising, as margin
Return refunded both online and in store	Medium	Month-end reconciliation	Finance

4 What must be reconstructable?

What obligation exists if a decision is challenged?

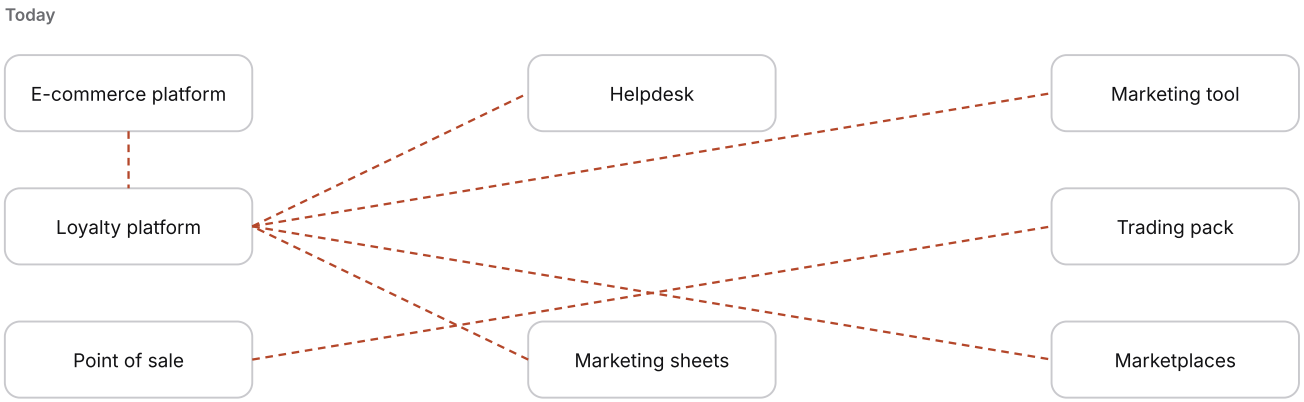
Obligation	What must be shown	Can it be shown today?
Data protection and marketing consent law	That this customer agreed to this message	No consent lags
Consumer rights (returns, refunds)	What was sold, returned and refunded, by channel	Partly
Loyalty programme terms	Why each point was granted or removed	No
Data subject requests	Every record held on one customer	Partly five systems
Promotional claims	Which offer was shown, to whom, and when	Mostly

Reading the answers together. Questions one and four point at the same gap. Service, loyalty and marketing decisions are made with care, but no single customer record carries consent and history, so the brand cannot show what it did for, or sent to, a given customer. That is the finding everything else in this audit follows from.

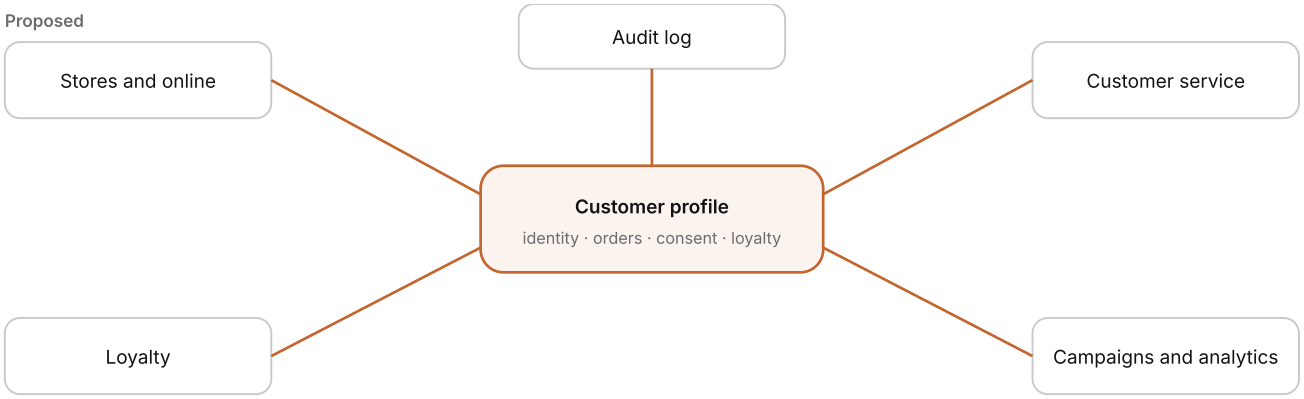
Data map

Today, every channel holds part of the customer.

Each line is a hand-off made by exporting, uploading or retyping. The proposed state puts one customer profile at the centre and lets each system read from it.



Dashed lines: retyped, messaged or exported by hand



Solid lines: read from one record, every read and write logged

Prioritised roadmap

A phased path, each phase useful on its own.

Phases are ordered by what the operation cannot do safely today. Nothing is switched off on day one, each phase delivers value before the next begins, and the organisation decides whether and when to continue.

Phase 1 · Customer profile

One customer, one record

- Store, online, loyalty and marketplace identities joined by rules staff can review
- Consent held on the profile and read by every channel
- Opt-outs applied everywhere the same day

Phase 2 · Service and loyalty

Answers from the record

- Order status in one view for agents
- Goodwill points within limits, with a reason
- Every adjustment and refund logged

Phase 3 · Analytics

A trading pack that builds itself

- Reporting from the joined record, not exports
- Definitions agreed once and documented
- Segments reviewed before any personalisation

What we recommend not building. AI-generated personalised offers and a predictive churn model were on the original wish list. Both would target customers using records that cannot yet show consent or a single history, and both would create commitments the brand could not explain. Revisit them after phase two.

Measures for each phase

Phase	Measured by	Baseline from this audit
Customer profile	Records per customer across channels	5 (illustrative)
Service and loyalty	Share of tickets asking where an order is	31% (illustrative)
Analytics	Days to produce the trading pack	9 (illustrative)

What an audit delivers

A document your organisation owns.

The audit stands on its own. You can build from it with Opsian, with another builder or in-house, and in some cases its conclusion is that nothing should be built yet.

Delivered

- The four questions, answered for your operation
- A map of every data source and hand-off
- A decision register and a failure register
- The obligations that must be reconstructable, and the gap against each
- A prioritised roadmap with measures, including what not to build

How it runs

- Fixed scope, agreed before it starts
- Time on the floor with the people who run the operation
- Read-only access to the systems in scope
- A working session to walk through the findings
- Your data stays yours; nothing is retained after delivery without agreement

After the audit

Three ways to work with Opsian. The audit is where most engagements start; the roadmap above is written so that any of them can pick it up.

Engagement	What it is	Terms
Audit	A structured examination of the operation, delivered as a document you own.	Stands on its own. Where most engagements start.
Build	Architecture, engineering and delivery, with an evaluation harness and handover documentation.	Fixed scope. Scoped from the audit findings.
Embedded team	Opsian engineers operating as your AI function, on an ongoing basis.	Ongoing. Scaled to the operation.

Book an audit

The audit is a paid, fixed-scope engagement. Tell us about the operation and we come back with the scope, the timeline and who from Opsian will run it.

opsian.io/solutions#audit · hello@opsian.io

Opsian Technologies LLC is a US company. Delivery and infrastructure are based in the United States, and Opsian works for clients wherever they operate. This sample is illustrative: the organisation is invented, systems are named only by category, and its names, figures and findings are not taken from any client.