SAMPLE

Example · made-up company

Complaint diagnosis: Example subscription app

The first page of the $950 Complaint Cost Audit. **Every number here is illustrative.** It is not from a real client. In a real audit the counts come from your own ticket export (12 months, 3,900 tickets in this example).

1 Customers charged after the free trial, and can't find how to cancel

Tickets a year

1,170 (30%)

Yearly cost

$27,180

Made up of

support time $7,020 (1,170 × $6), refunds $20,160 (420 × $48)

The fix. Put "Cancel or manage plan" in the trial-ending email and on the account screen. Rewrite the cancel article per store with screenshots. Add a saved reply that links the right steps.

Support and product · about 1 week

2 Customers asking where an approved refund is

Tickets a year

780 (20%)

Yearly cost

$7,200

Made up of

support time $4,680 (780 × $6), chargebacks $2,520 (36 × $70)

The fix. Send the refund date the moment a refund is approved, and show it on the order. Add a saved reply for the second ask. Tag the repeats so you can watch them fall.

Support · about 3 days

3 Login codes that never arrive

Tickets a year

640 (16%)

Yearly cost

$3,840

Made up of

support time $3,840 (640 × $6)

The fix. Add "Resend code" with a 60 second timer and a "Didn't get a code?" article. Spec the delivery check for your developers, with the sender-domain and spam-folder steps.

Support to write, product to build · about 2 weeks

Top 3 together: $38,220 a year in support time, refunds and chargebacks, from 66% of tickets. The other 34% are ranked the same way in the full report.

Not counted above: customers who left over these causes. The real report estimates that separately and labels it as an estimate. Cost per ticket and refund averages are placeholders; the audit uses yours.

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