KEYSTONE
SYSTEMS

Operations Scan

SAMPLE DELIVERABLE

Anonymised sample

A South Island auto-parts retailer

[date]

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

EXECUTIVE SUMMARY

The constraint is conversion, not traffic: arriving buyers are not becoming orders

This is a real Operations Scan, anonymised. The business name and a few identifying details are removed; the findings, the numbers, and the structure are exactly what a client receives.

The finding. The store attracts genuine traffic and genuine enquiries. The factor limiting revenue is conversion: too few arrivals become orders. Warm enquiries cool while awaiting a reply, and paid clicks arrive with low purchase intent. Additional ad spend into this funnel returns progressively less.

What follows. We assessed eight operational areas. Seven are sound for the stage the business is at. One is the binding constraint, and the entire recommendation is directed at it.

- **The loss is at one step, not eight.** Warm enquiries lapse while awaiting a manual reply, and the ads attract low-intent traffic. That is where orders are lost.
- **Three sequenced builds resolve it,** in order of cost and payback. None is "more marketing".
- **The prize is material and low-risk to start.** Warm enquiries going cold represent an estimated **$3,000 to $6,000 a month** (to confirm), and the first build is roughly an hour of work.

> **Decision required.** Commission Wave 1, beginning with funnel visibility, then the reply speed carrying the largest loss. Confirm the one input that firms the value. The sections below set out the evidence.

KEYSTONE SYSTEMS

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

SITUATION

A well-run store losing warm buyers at the point of decision

Situation. The store carries a strong flagship product and processes orders and payment cleanly. Stock is bought to order, so fulfilment does not constrain the business. Enquiries are genuine and predominantly fitment questions: whether a product suits a given vehicle.

Complication. Conversion breaks at the point of decision. Paid clicks arrive with low intent, and warm enquiries wait on a manual reply, often until the following morning, by which time the sale has cooled and a faster competitor has captured it.

The question this Scan answers. Where should the business invest first to convert more of its existing traffic, and what is that worth?

Diagnostic Map: where value leaks, ranked worst first

AREA	ASSESSMENT	VERDICT
Enquiries and customer contact	**Enquiries answered manually; warm buyers wait until staff are free, and most go cold**	**Act: constraint**
Product and catalogue upkeep	Supplier sync covers one range only; fitment lists maintained by hand	Minor opportunity
Order intake and dispatch	Manual label and supplier email per order, roughly 15 to 20 minutes each	Monitor
Owner administration	Listings, photography, social, reconciliation, all modest at current volume	Monitor
Quotes and pricing	Fixed catalogue pricing; no quoting process required	Sound
Payment and invoicing	Online checkout and payment handled cleanly	Sound
Purchasing and stock	Buy to order, no stock held, nothing stalls on it	Sound
Compliance and records	No material exposure at this stage	Sound

Six of eight areas are sound or minor: a well-run business at its stage, with the recoverable value concentrated in one place.

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

ROOT CAUSE

Conversion is lost at the decision point, to slow replies and mismatched traffic

The business is not short of traffic or of genuine enquiries. It loses both at the same step: the moment a buyer has to decide. Two factors drive it.

- **The ads set the wrong expectation.** They generate reasonable clicks, but arrivals have low purchase intent, so few convert.
- **Warm enquiries lapse on reply latency.** Most genuine buyers message and then wait, often until the next morning, sometimes longer while stock is checked. By then the sale has cooled.

The ceiling is the share of arriving buyers that become orders. It is not the volume of arrivals, and it is not staff hours. The recommendation is therefore neither to increase traffic nor to extend hours.

Evidence *(store analytics, a recent 28-day window)*

- **Traffic is real and concentrated.** One flagship product page drew 612 views from 500 users on its own. *(analytics)*
- **Buyers arrive uncertain of fit.** The search and fitment pages are among the busiest, the exact point at which a slow reply loses the sale. *(analytics)*
- **Few reach checkout.** Only four checkout attempts began in the entire 28-day window. *(analytics)*
- **The funnel is not yet measurable.** Analytics is installed but not recording purchases, so low conversion is a pattern we can observe, not a figure anyone can measure. Closing that gap is the first build. *(observed)*

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

THE PRIMARY LEVER AND ITS VALUE

Instant, fitment-accurate replies convert waiting buyers, worth an estimated $3,000 to $6,000 a month

CURRENTLY

A warm enquiry arrives after hours or during busy periods, waits for a manual reply, often until the next morning, and most go cold.

Hours to next day

WITH KEYSTONE

The storefront resolves the fitment question itself and issues a correct first reply immediately; staff approve anything unusual before it sends.

Under a minute

Around 80% faster first reply, no warm enquiry left waiting, coverage day and night. The specialist keeps approval of anything unusual.

SCENARIO	BASIS	RECOVERABLE / MONTH	BUILD INVESTMENT	PAYBACK
Conservative	Reply speed alone	**~$3,000**	~$12,000	**~4 months**
Base	Reply speed plus better-matched traffic	**~$4,500**	~$12,000	**~3 months**
Upside	Both, plus recovered stalled checkouts	**~$6,000**	~$12,000	**~2 months**

Figures are illustrative and framed as forward gain from existing traffic, not new spend. Investment is firmed in the build quote; it does not vary by scenario, only the return does.

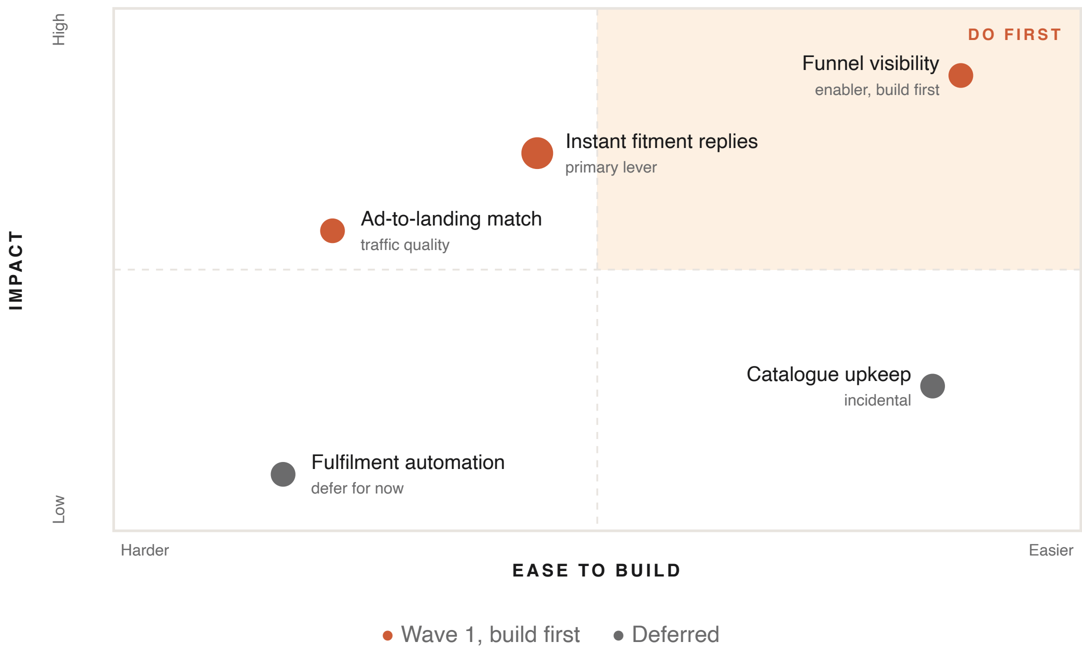
> **One input firms the estimate: average gross margin per order.** With it we show the full calculation, the client's figures and our method, nothing withheld. Until then the range is a direction, not a commitment.

KEYSTONE SYSTEMS
Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

PRIORITISATION

Three initiatives carry the impact; the remainder are deferred by design

Every actionable item, placed by impact against feasibility. The recommended first wave sits in the high-impact band.



- **Wave 1, build first:** funnel visibility, instant fitment replies, ad-to-landing match. All three serve the single constraint.
- **Incidental:** catalogue upkeep. Real, but a modest ceiling on its own.
- **Deferred by design:** fulfilment automation. Minor at current volume; revisit as order volume climbs.

Each item was placed against four criteria:

IMPACT	FIT	COMPLEXITY	COST
Effect on order conversion	Alignment with the one constraint	Technical and change effort	Build and run against the return

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

BUILD ROADMAP

The build is phased and front-loaded, so Wave 1 proves value before Wave 2 is funded

Before automation, one component is established: a context layer that knows the store, its catalogue, which products suit which vehicles, stock position, and customer history, connected to the storefront, the enquiry channels, and analytics. A generic chatbot guesses; this layer knows. It is built around the store and remains the store's property, and each successive build draws on it rather than rebuilding it, which is why each is faster to add than the last.

WAVE	HORIZON	INITIATIVES	MILESTONE	BENEFIT
Wave 1	0 to 6 weeks	Funnel visibility; instant fitment replies; ad-to-landing match	True conversion rate visible; every enquiry answered in minutes	Constraint removed: warm buyers retained, better traffic arriving
Wave 2	1 to 4 months	Common questions answered automatically; stalled-checkout recovery; post-dispatch review requests	Fewer routine questions reaching staff; carts recovered	More orders from the same traffic, without added hours
Wave 3	4 months+	Self-updating catalogue; repeat-purchase prompts; fulfilment automation	New products live faster; repeat customers returning	A store that largely runs with oversight, not operation

Nothing that touches a price, a payment, or a customer is issued without the store's approval, at any wave.

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

WAVE 1 DETAIL

Wave 1 restores conversion in three sequenced builds

Build 1: funnel visibility QUICK WIN, ENABLER

Wire store purchases into analytics and mark them as tracked. Within a week the true rate of visitors reaching checkout and completing purchase becomes visible for the first time. It converts every judgement below from an estimate into a measured number.

Complete when: every sale is recorded and the true conversion rate is readable. · **Owner:** Keystone.

Build 2: instant, fitment-accurate first replies PRIMARY LEVER

Extend the existing auto-reply so it resolves or holds a fitment and stock question immediately, drawing on the context layer, rather than stalling until staff are free. Staff review and approve anything unusual before it sends. No warm enquiry waits, and the first reply is substantive.

Complete when: every enquiry receives a correct first reply within minutes, day or night, with staff approval on the exceptions. · **Owner:** Keystone, staff approval in the loop.

Build 3: ad-to-landing match SUPPORTING

Direct ad clicks to a page that delivers exactly what the ad promised, so arrivals are buyers with intent rather than low-expectation browsers. This raises the quality of traffic already being paid for.

Complete when: primary ads land on matched pages and Build 1 shows the conversion difference. · **Owner:** Keystone.

Together the three attack the constraint from both ends: fewer warm enquiries lost, and better-matched traffic arriving. The store retains approval over all of it.

Will Ferguson
will@keystonesystems.co.nz
keystonesystems.co.nz

The material risks are reply accuracy and data quality, both contained in Wave 1

RISK	LIKELIHOOD	IMPACT	MITIGATION
The reply assistant answers a fitment incorrectly	Low	High	It drafts; staff approve anything unusual before it sends. No autonomous send at any stage
Analytics data is thinner than expected	Medium	Low	Build 1 scopes it first; if thin, it is corrected before anything depends on it, surfaced early not late
Low adoption by staff	Low	Medium	The tool fits the existing reply workflow; staff retain control of every message
Scope expands beyond the constraint	Medium	Medium	Wave 2 and 3 are deferred by design, funded only on proven Wave 1 return

Two decisions hold the timeline

- **Commission Wave 1,** beginning with funnel visibility (Build 1), the enabler on which the wave depends.
- **Confirm the input** that firms the value estimate: average gross margin per order.

On confirmation, Keystone issues a fixed-scope Wave 1 statement of work with a defined start, finish, and handover.

Report prepared by Keystone Systems Limited. Enquiries or a walk-through:
will@keystonesystems.co.nz