The Business Owner's Checklist: Eliminating Data Silos & Ghost Orders

A Resource from Analytical Models (www.analyticalmodels.com.au)

Goal: *Ensure your customer experience, payment systems, and production lines are perfectly synchronised to prevent waste and reputational damage.*

Phase 1: Smart Data Capture (Validation)

- **Active Date Management:** Does your system automatically block orders on holidays or "closed" dates?

- **Transparent Autocorrect:** If a system changes a customer's requested date (e.g., to the next available business day), is the user required to "Accept" the change before payment?

- **Real-Time Feedback:** Does your interface provide clear error messages at the point of entry to prevent incorrect data from ever entering your database?

Phase 2: System Synchronisation (Integration)

- **The "Kill Switch" Rule:** When a refund is processed in your payment gateway (e.g., Stripe), does it automatically update your production or kitchen system to "Cancelled"?

- **Unified Truth:** Can your team access all order data (payment status, notes, pickup time) in one central dashboard, or are they checking separate apps?

- **Contextual Alerts:** Are SMS/email pickup reminders based on "Live" order status rather than a static timer created at the time of purchase?

Phase 3: Financial & Operational Health (Audit)

- **Wastage Tracking:** Do you log the specific financial cost of "ghost orders" (wasted inventory and labour) as a separate line item?

- **Surcharge Reconciliation:** Are your merchant fees being tracked so you know the true cost of processing—and then refunding—a transaction?

- **Manual Protocol Check:** Do your staff have a clear "Check-Twice" process for manually cancelled orders to ensure physical tickets are destroyed?

Is your data costing you more than you think? At Analytical Models, we help medium-sized businesses build the frameworks necessary to stop "leaks" in their data flows and when capturing data to "get it right the first time". We ensure your data works for you, not against you.