

RECOVERY & REACTIVATION

Recovery Performance Review

Fixed price: \$129

Format: 6-page sample written report

Delivery: asynchronous

FICTIONAL SAMPLE - NOT A REAL CLIENT

Executive snapshot

Harborview Restoration, a fictional property restoration contractor, is used to demonstrate how this service is delivered. Evaluate whether recovery work is reaching the right records and producing useful re-engagement signals.

Primary risk

The campaign reaches people, but segmentation is weak

Best next move

Prioritize 31-90 day timing/scope records before generic no-response records.

Evidence reviewed

Recovery campaign list; attempts; replies; reactivated records; outcomes; messages used.

What this report does

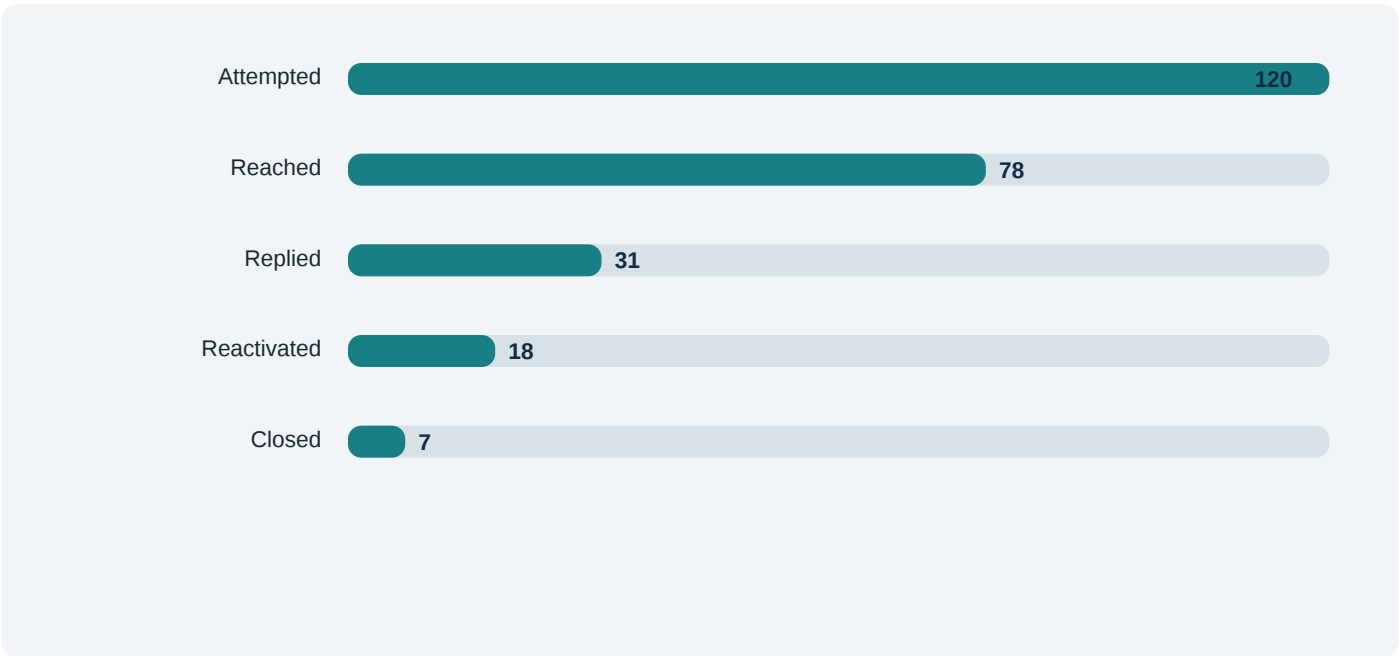
Converts the supplied evidence into prioritized operational actions without inventing ROI or revenue-loss claims.

SERVICE-SPECIFIC ANALYSIS

Current-state review

The sample analysis below uses synthetic records to show the type of evidence this service would evaluate for a real client. The numbers are illustrative, not benchmarks.

Illustrative operating data



Interpretation

The same message is used for recent and very old opportunities despite different context. Most reopened opportunities were 31-90 days old with timing or scheduling notes. Older no-response records consumed many attempts with little engagement.

PRIORITY FINDINGS

What deserves attention first

Priority reflects operational risk and controllability, not a claim about financial impact.

HIGH The campaign reaches people, but segmentation is weak

The same message is used for recent and very old opportunities despite different context.

HIGH Reactivation is concentrated in recent, timing-related losses

Most reopened opportunities were 31-90 days old with timing or scheduling notes.

MEDIUM No-response records are being overworked

Older no-response records consumed many attempts with little engagement.

Control implication

The immediate objective is not to add complexity. It is to make the smallest number of controls visible, owned, and repeatable enough that the process can be managed consistently.

RECOMMENDED ACTIONS

30-day implementation rhythm

The sequence below is intentionally limited. Complete the control work in order, confirm adoption, and only then expand the process.

0-7 days	Prioritize 31-90 day timing/scope records before generic no-response records.	Owner / manager
8-21 days	Use different reactivation messages by stall reason.	Process owner
22-30 days	Cap attempts on low-signal old records and move them to a lower-frequency pool.	Manager review

Operating rules

- Assign one accountable owner for each action.
- Use a dated next action or review date.
- Measure only fields the team can maintain consistently.
- Do not add software or process complexity unless the current controls are actually being used.

NEXT-STEP ROADMAP

What to maintain, what to revisit

MAINTAIN	Keep the controls that are already producing reliable visibility. Do not change a working control simply to make the process look more sophisticated.
REVISIT	Review the high-priority finding after 30 days with the same evidence definition used in this report.
STOP / CLOSE	If the control is stable and the underlying question is answered, no additional paid service is required.
ESCALATE ONLY IF EVIDENCE SUPPORTS IT	A different service is appropriate only when a separate operational problem becomes visible outside this report's scope.

Limitations

This sample is illustrative. A real report would use only client-supplied or client-approved evidence, state any missing fields, and avoid unsupported conclusions.

MANAGEMENT CONTROL

How to keep the improvement visible

1

Owner

One named person is accountable for the control.

2

Evidence

The control has a field, report, queue, or record that can be reviewed.

3

Trigger

A clear threshold tells the team when intervention is required.

4

Cadence

The control is reviewed often enough to prevent silent aging or drift.

5

Close rule

The team knows when a record or exception is complete.