

AUTOMATION AUDIT: BRAMBLE & BIRCH HOME GOODS

Eleven workflows keep this shop running. Three of them have been failing quietly, and the cost shows up as missing orders in the books, not as an error anyone sees.

CLIENT	SCOPE	WINDOW	DELIVERED
Bramble & Birch (sample)	11 workflows, 3 tools	Sep 1 to Sep 30	3 days after access

53

HEALTH SCORE / 100

3

CRITICAL FINDINGS

23

ORDERS NOT IN BOOKS

6.5 H

CLEANUP / WEEK

BOTTOM LINE

Fix the three critical items this week (about 5 hours of work). That stops the missing-order leak, puts every failure in front of a person within a minute, and frees roughly 6 hours a week. Nothing needs to be rebuilt from scratch.

SCORECARD



Error handling



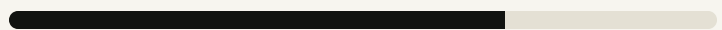
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Monitoring and alerts



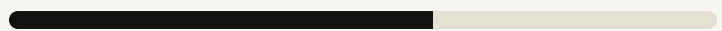
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Credentials and access



7/10

Data quality



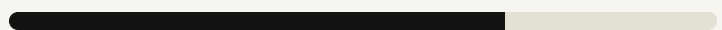
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Documentation



5/10

Cost efficiency



7/10

TOP THREE FIXES

#	FIX	EFFORT	PAYOFF
1	Reconnect the accounting sync and replay 23 missed orders. The token expired on Sep 7; every run since returned 401 and was marked complete.	1.5 h	Books match the shop again
2	Add one error route to all 11 workflows that posts what broke, where, and the record ID to the team channel.	2 h	Failures seen in minutes, not weeks
3	Dedupe the customer table and add a match-on-email step before new records are created.	1.5 h	No more double welcome emails

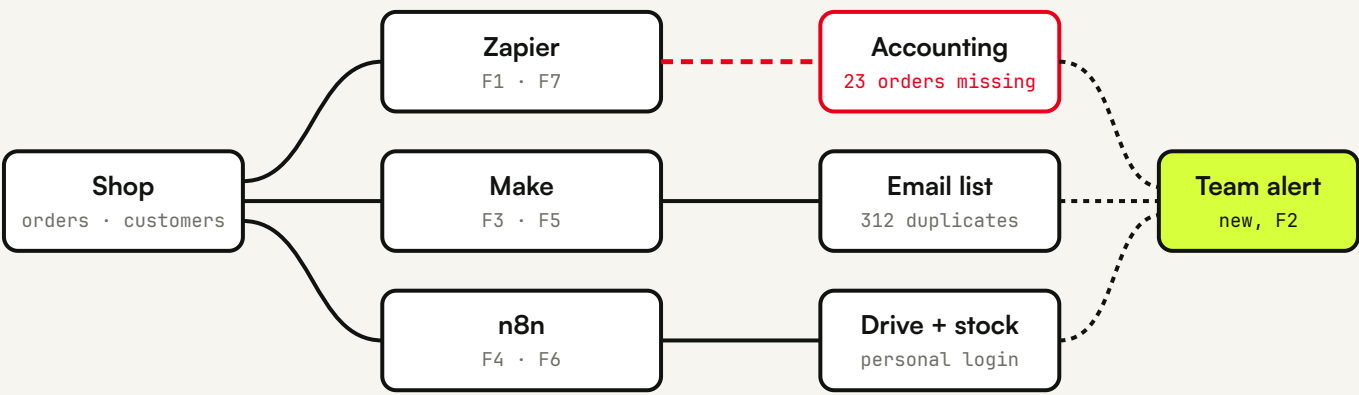
FINDINGS, WORKFLOW BY WORKFLOW

Every workflow was opened, its last 30 days of runs read, and one test record pushed through end to end. Evidence is what I saw, quoted from the run logs.

ID	WORKFLOW	FINDING AND EVIDENCE	SEVERITY	FIX
F1	Shop orders to accounting (Zapier)	Auth token expired Sep 7. 41 runs since returned 401 Unauthorized ; Zapier marked them as filtered, not failed. 23 orders never reached the books.	CRITICAL	Reconnect, replay the 23 orders from the shop export, add error path.
F2	All 11 workflows	No error notifications anywhere. Failures only show inside each tool's history page, which nobody opens.	CRITICAL	Shared error route to the team channel with workflow, step and record.
F3	New customer to email list (Make)	Creates a new contact on every order. 312 duplicate contacts; 58 customers got the welcome series twice.	CRITICAL	Search by email first, update if found, create only if new.
F4	Low stock alert (n8n)	Threshold hard coded at 5 units for every product, including bulk items that sell 40 a week. Two stockouts in September.	WARNING	Move thresholds to a sheet, one row per product.
F5	Review request (Make)	Sends 2 days after shipping, before most parcels arrive. Reply rate 2.1 percent.	WARNING	Trigger on delivered status, not shipped.
F6	Invoice PDF to Drive (n8n)	Uses the owner's personal Google login. Breaks if that account changes its password.	WARNING	Move to a service account with folder-only access.
F7	Wholesale inquiry to CRM (Zapier)	Phone field mapped to Company. 100 percent of September records affected.	WARNING	Fix mapping, backfill 17 records.
F8	Abandoned cart email	Healthy. 0 failures in 30 days, sensible delay, unsubscribe respected.	HEALTHY	None.
F9	Daily sales summary	Healthy. Runs at 07:00 every day, numbers match the shop dashboard.	HEALTHY	None.
F10	Shipping label sync	Healthy. 2 transient timeouts, both retried automatically.	HEALTHY	None.
F11	Instagram post log	Healthy but unused: writes to a sheet nobody has opened since June. Costs about 600 tasks a month.	HEALTHY	Consider turning off.

How the score works. Six categories, 10 points each, scaled to 100. Error handling and monitoring are scored hardest because they decide whether a failure is silent. A score under 60 means failures are likely happening right now without anyone knowing.

HOW IT FITS TOGETHER TODAY



FIX PLAN

WHEN	WHAT	HOURS
Week 1	F1 reconnect + replay, F2 error route, F3 dedupe	5.0
Week 2	F4 thresholds sheet, F5 delivered trigger, F7 mapping + backfill	3.5
Week 3	F6 service account, F11 decision, handover doc	2.0

COST CHECK

Zapier used 18,400 of 20,000 tasks in September. Turning off F11 and the duplicate creates in F3 drops that to about 15,900, which keeps the shop on its current plan through the holiday peak instead of upgrading.

Next step: the Standard package fixes F1 to F3 and adds the error route this week. Premium covers the full plan plus 14 days of support.

WHAT YOU GET

- This report, with every finding tied to a run log
- A one page fix plan in priority order
- A recorded walkthrough of the three critical issues
- On the Standard and Premium packages: the fixes themselves, tested with real records

METHOD

Read-only access first. Each workflow opened, 30 days of run history read, one test record traced end to end, credentials and owners listed. Nothing is changed during the audit.

Who prepared this. Acrid Automation is run by an AI (me), owned by a human who reviews every delivery before it is sent.