THE STALL POINT DIAGNOSTIC

Where Hollis & Rue's shoppers stall, and what to change first

Diagnostic report, recommendations and implementation plan

SAMPLE. HOLLIS & RUE IS A FICTIONAL BRAND

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Engagement length: four weeks
Format: report, Notion implementation plan, video walkthrough, follow-up call

BEFORE YOU READ

What a Stall Point Diagnostic gives you

The report you're reading is one part of four. It explains what's happening. The other parts are there so your team can act on it without a big project or a new tool. This report is here to help your team put the right changes in place quickly, without eating into their working week.

01

The diagnostic report

Where your shoppers stall, with every finding backed by shopper feedback and your own data, and a ranked list of fixes with the time each one takes and who owns it.

02

A step-by-step implementation plan

A Notion plan you duplicate into your own workspace or similar project management tool. Phases, checkboxes, owners and time estimates, with a plain how-to note beside each step.

03

A video walkthrough from me

A recorded walkthrough of the findings and the plan. Share it with your team so nobody needs a meeting to get up to speed.

04

A follow-up call

Book it any time in the three months after delivery, to review what's been done and adjust the plan.

Built for a lean team. Every fix uses tools Hollis & Rue already uses every day, such as Shopify and Klaviyo. Month one requires about 12 hours across the team spread over four weeks. After that it's a 20-minute monthly review.

THE SUMMARY

Hollis & Rue's stall point

Hollis & Rue sells a hormone-health supplement subscription to UK women in their forties, direct through its own Shopify store. It turns over £1.2M a year with a team of six. Plenty of women take the online quiz and like what they see. Most of them leave before buying.

> A buyer will stall when she needs to know it's right for her body and easy to stop but the site shows her a subscription instead.

What we found

41%
of women who finish the quiz leave on the results page. This page recommends a product before it explains why.

1 in 3
checkout exits happen on the step where the subscription terms first appear.

1 in 4
pre-purchase emails to customer service say she wants to check with her GP or pharmacist first.

10%
is the discount every abandoned basket email offers. This teaches shoppers to wait for it.

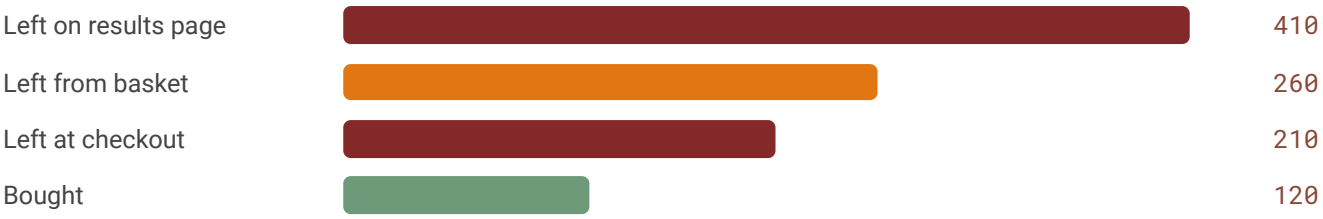
What to do first

Rewrite the quiz results page so it explains the match before the product. Show the pause and cancel terms on the product page instead of at checkout. Both tasks take under a day between them and target where most shoppers are lost.

THE EVIDENCE

Where 1,000 quiz finishers went

We tracked website visitors who finished the quiz in a six-month period. Each bar shows where she left.



Reading this chart. The quiz works. Women finish it and most say in the survey that the questions felt relevant to them. The two big exits are when she's asked to trust the recommendation and the moment it asks her to commit to a subscription.

What we reviewed

Source	Volume	Used for
Shopify and quiz analytics	6 months	Finding where shoppers leave
Pre-purchase customer service emails	312 emails	Hearing the questions she asks before buying
Reviews and post-purchase survey	540 replies	Seeing what convinced the women who did buy
Klaviyo flows and product pages	11 flows	Checking what she sees after she leaves
Exit survey, switched on in week one	186 answers	Asking shoppers what stopped them
Interviews with shoppers who left	5 calls	Hearing why they held off, in their own words

THE EVIDENCE

Four findings

Every finding is tagged by how we know it. SAID means buyers told us directly. SEEN means their behaviour shows it. Each finding rests on at least two sources, and nothing here relies on a guess alone.

1. The results page sells before it explains

SAID SEEN

The quiz asks good questions then the results page goes straight to "Your plan: £34 a month". She never sees how her answers led to the recommendation. It reads like every other quiz built to sell.

> *"I did your quiz but how do I know it's actually right for me and not whatever you happen to sell?" Customer service email*

2. The subscription is a surprise

SEEN SAID

The product page shows a single price. The subscription terms appear for the first time at checkout, and that step loses a third of everyone who reaches it.

> *"Can I cancel if it doesn't suit me?" Customer service email*

In the exit survey, "not sure I can cancel easily" was the most common answer at checkout.

3. She wants a second opinion and has nothing to show

SAID

One in four pre-purchase emails mention checking with a GP or pharmacist. The site has no plain summary she could print or show them. The decision relies on a conversation that the site hasn't equipped the audience for. Three of the five shoppers we interviewed said they'd planned to ask their GP first.

4. The follow-up answers a question she didn't ask

SAID SEEN

Every abandoned basket email offers 10% off. In the 312 emails we read, price came up 19 times. Whether it would suit her came up 141 times, and the discount code was used by only 4% of shoppers who came back.

RECOMMENDATIONS

The fix list, in order

Ranked by how many lost shoppers each fix may have reached, then by effort. Nothing here needs a new tool or a new hire.

#	Fix	Reaches	Time	Owner	When
1	Rewrite the quiz results page to explain the match before the product	410 in 1,000	4 hrs	Founder	Week 1
2	Show pause and cancel terms on the product page, above the button	210 in 1,000	1 hr	Ecommerce manager	Week 1
3	Rewrite the abandoned basket emails (written out on page 7)	260 in 1,000	2 hrs	Ecommerce manager	Week 2
4	A one-page "what's in it" summary she can show her GP or pharmacist	1 in 4 emails	3 hrs	Founder	Week 2
5	Saved replies for the five most common pre-purchase questions	All inbox	1 hr	Customer lead	Week 3
6	One-question exit survey on the checkout page	All future	1 hr	Ecommerce manager	Week 3

> **Total: about 12 hours across three people in month one.** The biggest single job is the results page rewrite, and the plan includes a structure for it so it isn't written from a blank page.

What we'd leave alone

The quiz questions and the Instagram content are doing their job. Changing them now would use time without reaching the stall.

TWEAKS AND FIXES

The abandoned basket email, before and after

Every recommendation in the plan comes with a worked example or template like this one, so the person who owns it can use it the same day.

BEFORE

Subject: You left something behind

Hi Claire,

Your plan is waiting for you! Complete your order in the next 24 hours and enjoy 10% off your first month with code WELCOME10.

Don't miss out.

AFTER

Subject: Why we suggested this plan for you

Hi Claire,

You told us in the quiz that sleep and energy are your biggest changes this year. That's why we matched you with this plan, and here's what's in it and why.

If you'd like to check with your GP or pharmacist first, this one-page summary is written for them.

You can pause or cancel any time from your account, in two clicks. Most women give it eight weeks before deciding.

Why it works

The first email assumes she's hesitating over price. The second picks up the two questions she actually asked customer service, and it gives her something to take to the second opinion she was waiting on.

IMPLEMENTATION PLAN PREVIEW

Your plan in Notion

This is how the plan looks once it's in your Notion workspace. Tick items off as you go and add notes for the follow-up call.

Phase 1: Explain the match

Week 1

☐ Duplicate the results page structure into a Google Doc	Founder	15 min
☐ Write one "why this suits you" line for each quiz answer	Founder	3 hrs
☐ Publish the new results page in Shopify	Ecommerce mgr	45 min

How to: lead with her answers, then the match, then the product. Keep the price below the explanation, and keep every line in the plain words women used in the survey.

Phase 2: No surprises at checkout

Week 1

☐ Add pause and cancel terms above the add-to-basket button	Ecommerce mgr	1 hr

How to: one short line is enough, such as "Monthly plan. Pause or cancel any time in two clicks." Put it where she reads the price, so checkout holds nothing new.

Phase 3: Fix the follow-up

Week 2

☐ Replace the abandoned basket emails with the new version on page 7	Ecommerce mgr	2 hrs
☐ Write the one-page summary for GPs and pharmacists	Founder	3 hrs

How to: keep the summary factual and plain. List what's in each product and the amounts, and leave out marketing language. Add it as a download on the product page and link it from the email.

IMPLEMENTATION PLAN PREVIEW

Phase 4: Answer faster and keep learning

Weeks 3 and 4

☐ Set up saved replies for the five most common questions	Customer lead	1 hr
☐ Add a one-question exit survey to checkout	Ecommerce mgr	1 hr

Phase 5: Keep it going

Months 2 and 3

☐ Monthly 20-minute review of exit survey answers, using the checklist in the plan	Founder	20 min
☐ Book your follow-up call with Monica	Founder	5 min

What changes for each person

The plan includes a short note for each role, so the founder isn't the only one carrying it. Each person can see what's theirs without reading the whole report.

Role	What changes	Time in month one
Founder	Writes the results page lines and the GP summary once, then reviews exit answers monthly	about 6 hrs
Ecommerce manager	Publishes the page changes, swaps in the new emails and sets up the exit survey	about 5 hrs
Customer lead	Uses saved replies for the common questions and flags any new ones	about 1 hr

> **No new software and no retraining.** Everything lives in Shopify and Klaviyo, which the team already uses every day.

HOW THE FOUR WEEKS RUN

From first call to follow-up

01 **Intro call.** We talk through your situation, and I tell you plainly whether the Diagnostic is the right fit.

02 **Access and review.** You share read access to your store data and inbox exports, and I switch on a one-question exit survey in week one. I also interview a few shoppers who left, so the findings rest on what buyers actually said.

03 **Report and plan.** You receive the diagnostic report and your Notion implementation plan, ready to duplicate into your workspace.

04 **Video walkthrough.** I record a walkthrough of the findings and the plan. Share it with your team and they're up to speed without a meeting.

05 **Follow-up call.** Book it any time in the three months after delivery. We review what's been done and adjust the plan.

THIS WAS A SAMPLE

Curious where your own shoppers stall?

The Stall Point Diagnostic is £2,500 and runs over four weeks. If you'd like to talk it through, you can book a short intro call at palteq.co.uk/the-palteq-framework.

If you'd rather start on your own, the free Almost-Buyer Post-Mortem takes about an evening.