Account tracking — no re-keying

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11 brands, updated daily · fictional document

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> **Fictional document**, produced for demonstration. **Filled from what actually happened**, every evening, with no human entry.

What is recorded daily

Element	Source
Posts shipped and performance	Scheduler and statistics
Comments handled	Inboxes
Exchanges with the client contact	**Subject, date, request**
Deliverables awaiting approval	**And for how long**

What surfaces on its own

Signal	Volume	What the history says

Brands with no exchange for over 3 weeks	**4**	**Both contracts lost last year had that silence in the preceding 6 weeks**

That isn't proof, it's a signal nobody could see because it was written nowhere.

What it's worth at renewal — Kelpie, quarter

Element	Value
Posts	**128**
Comments handled	**3,400**
Approval round-trips	**22**

What is never scored

Element	Why
Relationship quality, a contact's “satisfaction”	**A score invented from a feeling ends up replacing the fact** — and it's the fact that serves

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