Project DAFT
Delivery Accuracy Fundamentals & Techniques 2022

Preserve & Enrich

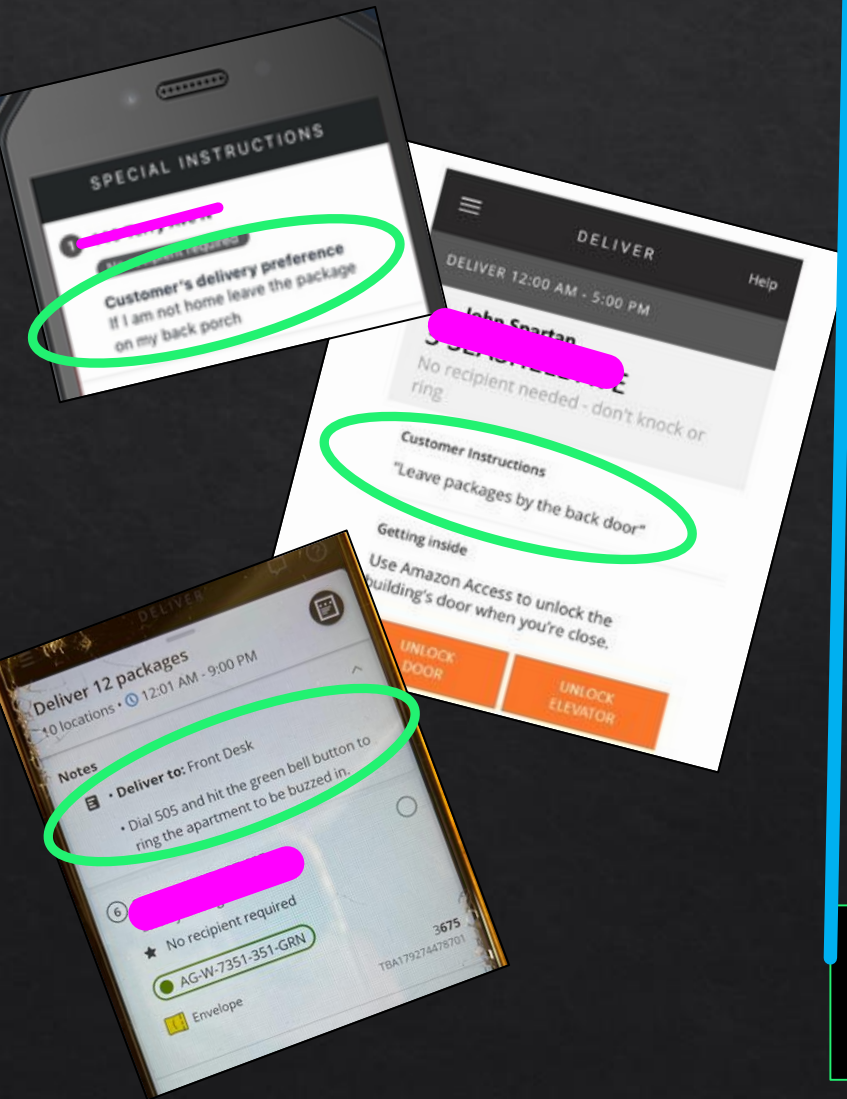
1. Customer Experience
2. DA Experience
3. Accuracy + Speed
4. Groove/Flow (less interpretation)
5. Keep Route Sizes Manageable! ☺

Glossary – hyperlink to slides

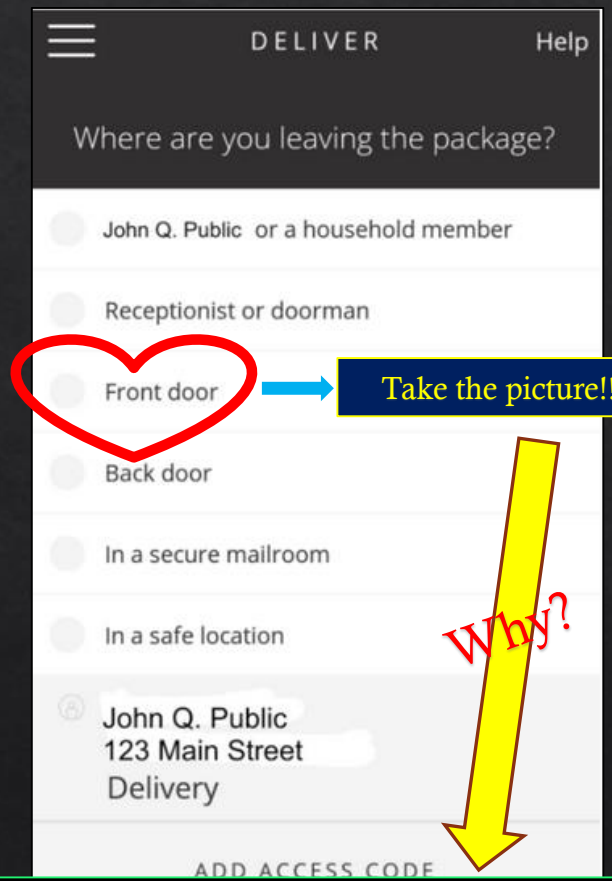
1. Top Priorities of all DAs
2. Phases of Delivery, “Scan Package” to “Swipe to Finish”
3. Delivery Methods – Virtual/Physical match
4. Group stop/delivery “Select All” explained
5. Customer Disables Unattended Delivery
6. “Photo on delivery” (POD), when to take picture?
7. Safe Location Guide
8. Package Dumping - Risks
9. “Driver Assist Code” Explained
10. 6 Step Delivery Method – Van Organization & Quality Enhancement
11. “Contact Compliance” Explained
12. “Customer Delivery Feedback” Explained
13. “Photo On Delivery” Metric Explained, High Quality Photos
14. Rescue Protocol
15. Cortex Interpretation of Behaviors

TOP 3 primary focuses, without fail

1st Priority: Customer Notes
1: Do NOT Ignore/Deviate
Contact Customer if conflicting



2nd & 3rd Priorities: D2D & POD
2: No Customer notes? Door to Door
3: Picture for all unattended deliveries

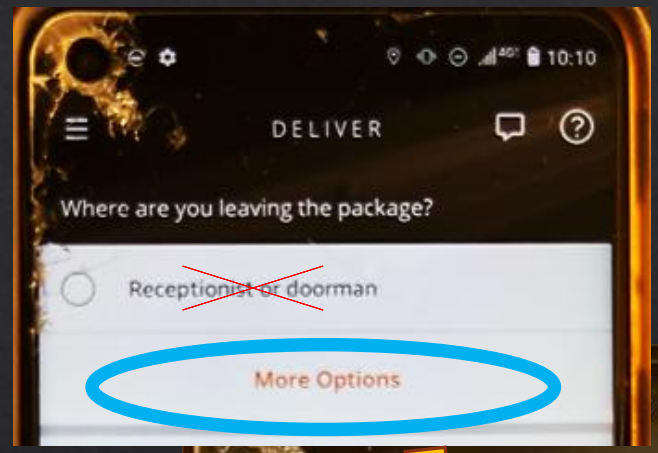


Take the picture!! <3

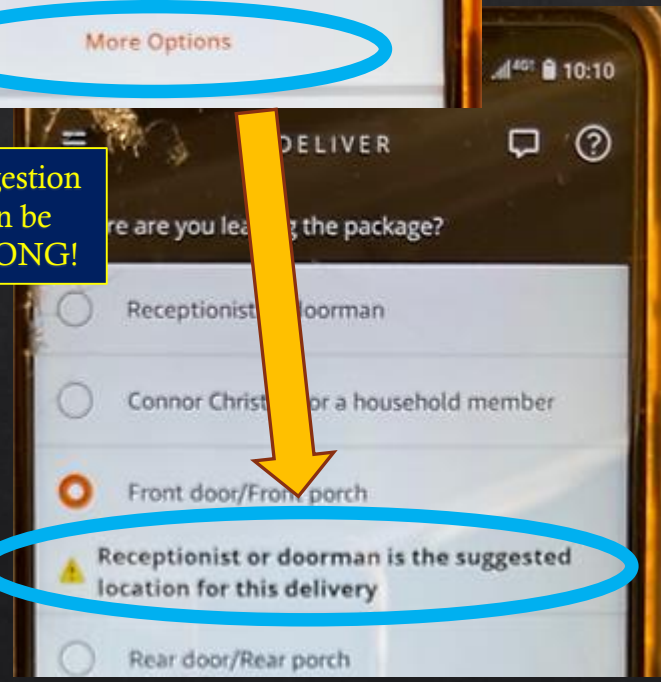
Why?

If you do NOT hand to a person, Pictures MUST be taken of each customer order to identify delivery location!

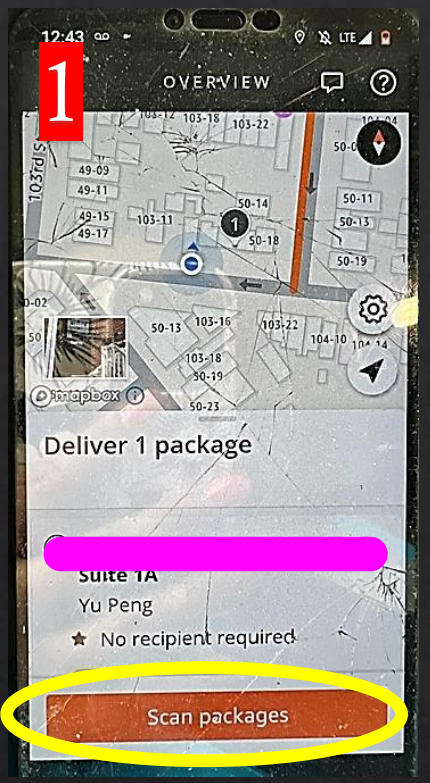
IGNORE "Suggested"
Learned from DA's, NOT customer

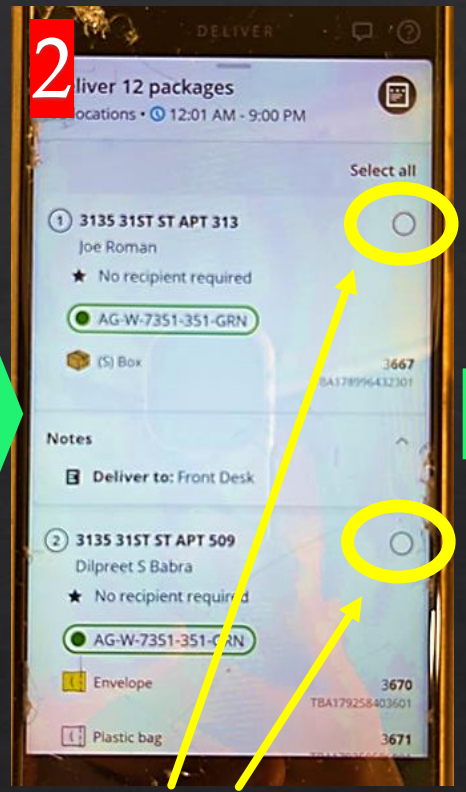


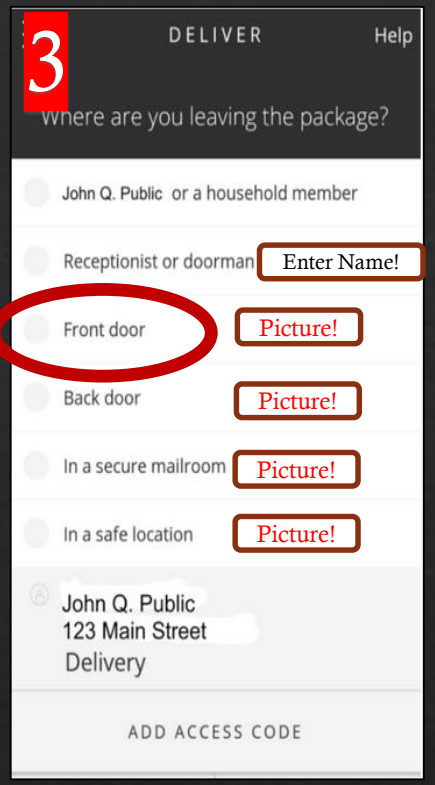
Suggestion can be WRONG!



5 Separate Phases of Delivering on the App







Scan Packages

Select One Order at a Time, Do not "Select all"

Door to door!

Select Delivery Method

Picture on Demand

Notifies the Customer!

Updates GEOPIN!

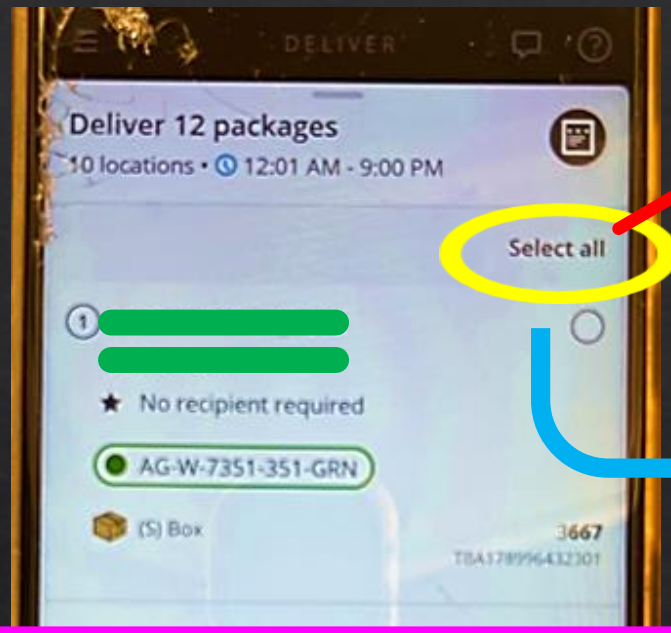
Swipe to Finish

At the door!

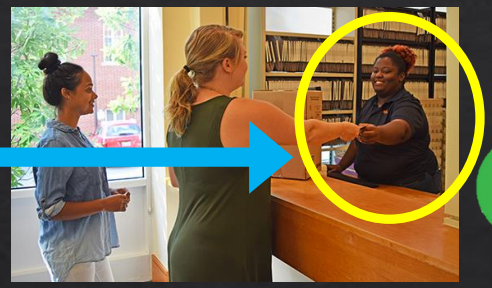
Swipe to finish at the door to lock in the physical delivery location!

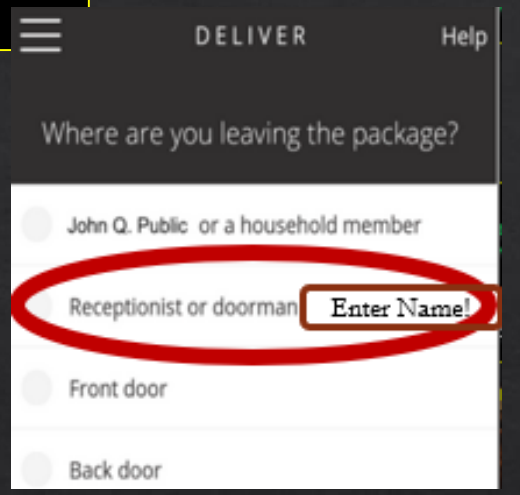
DAs must represent the package correctly on the FlexApp: Delivery Method, Name, Picture! For the customer!

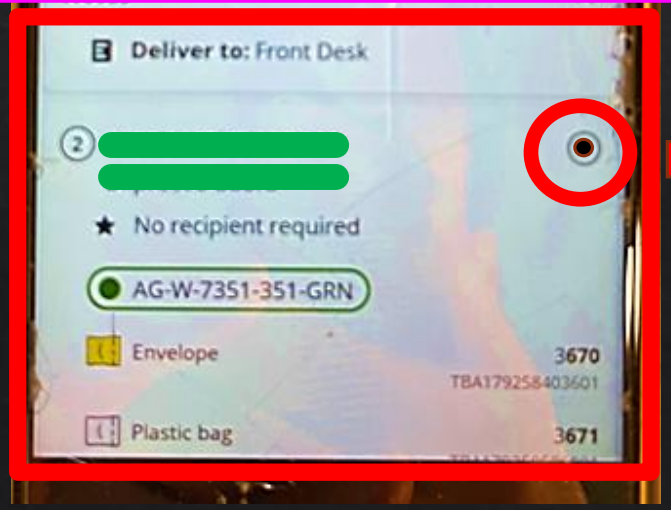
Group Stops "Select all" – deactivates Picture!! When to use?



A: Use ONLY When Selecting "Receptionist or Doorman"
When you hand it to someone!!

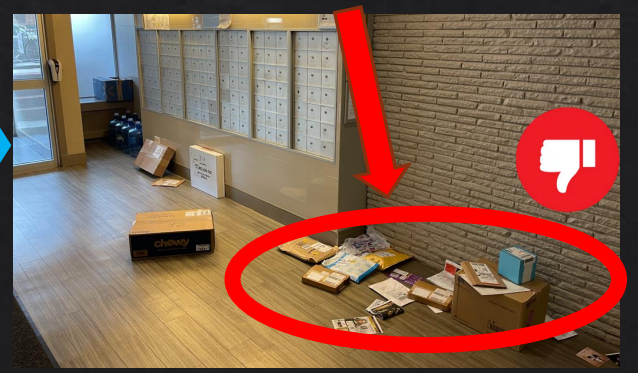






A: Select Customer orders individually
when we do NOT hand it to someone!
"Unattended"!
Examples: on ground, shelf, bench, chair, mail area

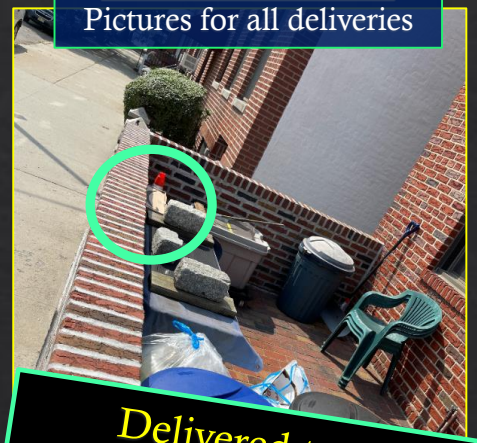
These are unattended deliveries, and HIGH risk, must have picture. Do NOT "Select All"



Accurate “Delivery” in FlexApp. This is….

Unattended Deliveries

Do NOT “Select All”
Pictures for all deliveries



Delivered to a Safe Location

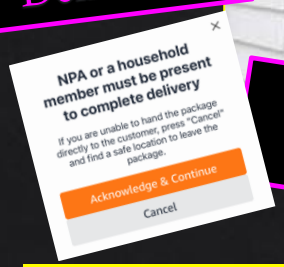
Do NOT “Select All”
Pictures for all deliveries

Delivered to a Front Door

Do NOT “Select All”
Pictures for all deliveries

Delivered to a Secured Mailroom

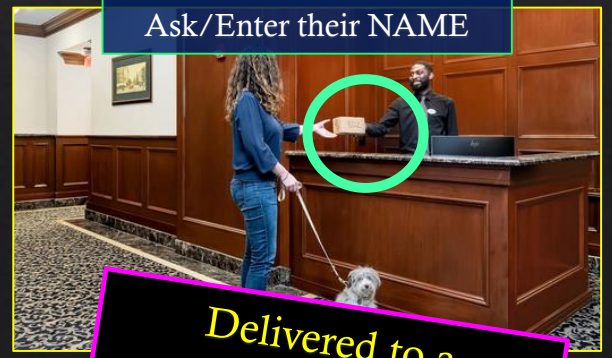
Attended Deliveries



Do NOT “Select All”

Delivered to a Household Member

“Select All”
Ask/Enter their NAME



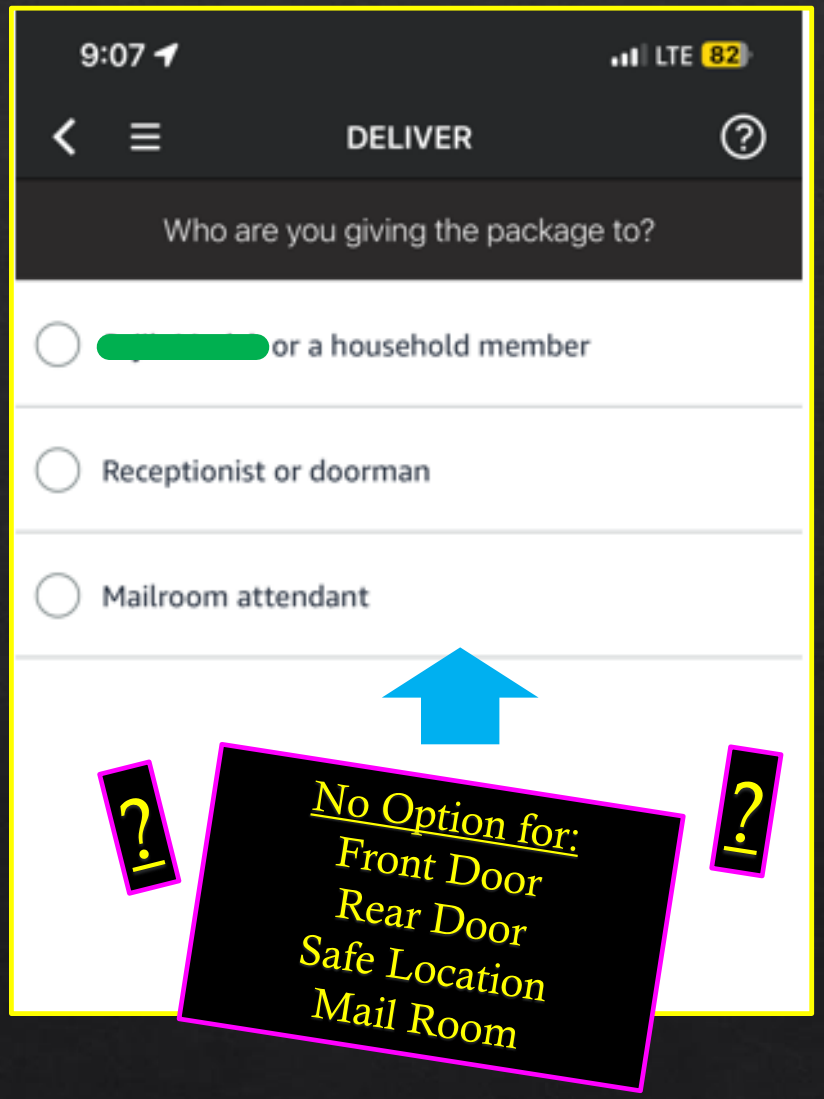
Delivered to a Doorman

“Select All”
Ask/Enter their NAME

Delivered to a Receptionist

The delivery method & picture/name helps customers find they package! Our Promise!

When Customers do NOT want packages left unattended!



Customers are BLOCKING unattended deliveries.

If you cannot physically hand it to someone:

DO:

1. Contact the customer
2. Reattempt at end of route
3. RTS the package

DON'Ts:

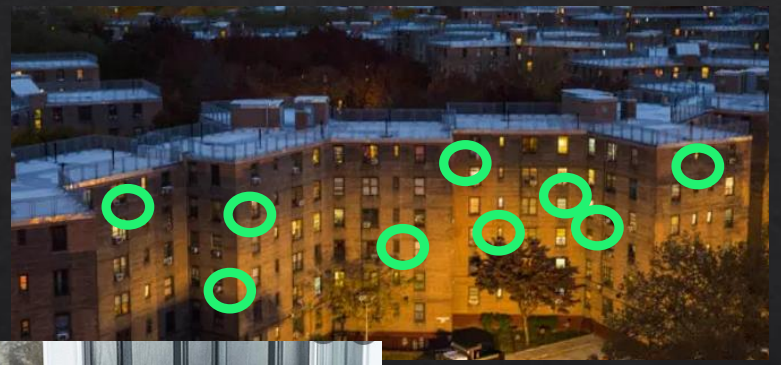
1. Do NOT leave packages unattended (TIER INFRACTIONS!)

Picture On Delivery – When/why do we take a Picture?

OR

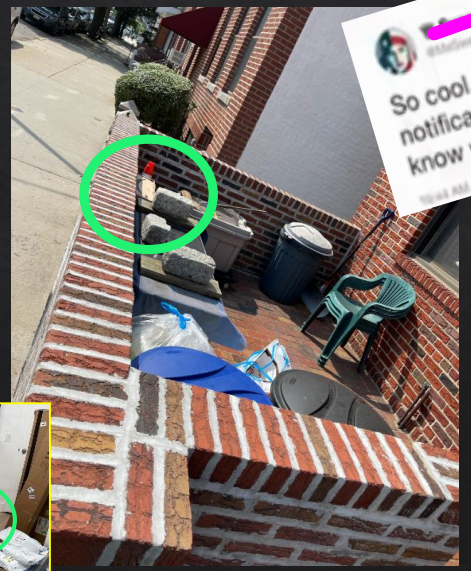
?

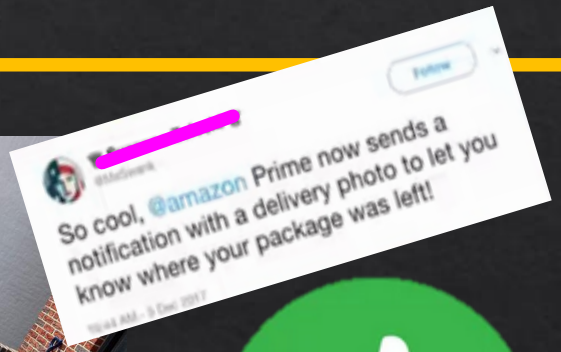
No picture of people required!



OR

No Leaving Tote Bags!





?

Yes!

Q: Why do we take one picture per customer order?

A:

1. Provide proof of a successful delivery!
2. Customers immediately see the picture upon delivery!
3. The customer knows exactly where their packages are!

All unattended packages, one picture per customer order!!!

When to mark packages “Delivered” & “Swipe to Finish”?

In the Van?

Or!

What Delivery Method was chosen?

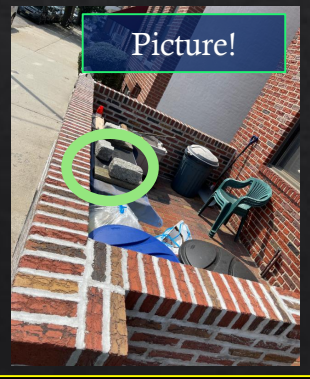
What picture was taken?

In our hands?

No! ☹
It is NOT Delivered YET!

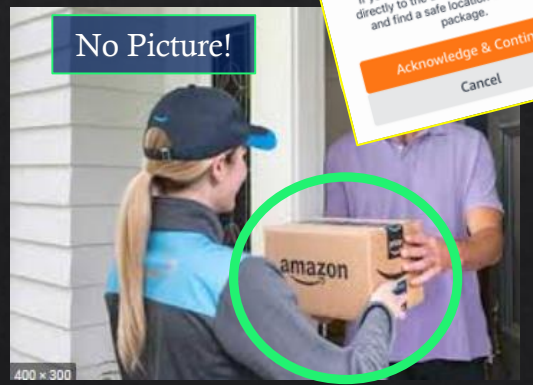
Customer can already claim DNR!

Delivered to doorstep!



Safe Location!?

Or…

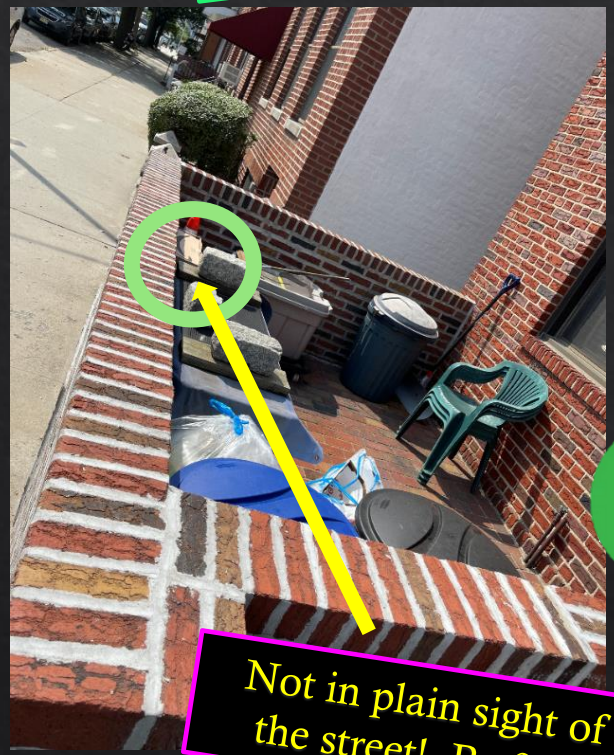


Delivered to Household Member!

Yes! ☺
No longer in our possession!

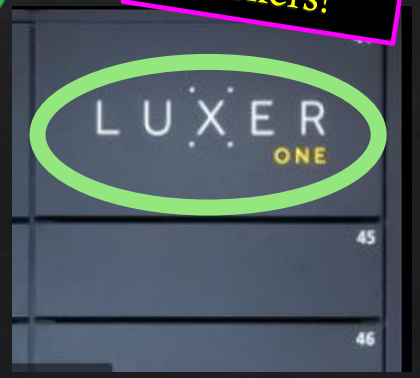
Safe Location vs Not Safe Location

"Thank you for Securing my package!!"



Not in plain sight of the street! Perfect!

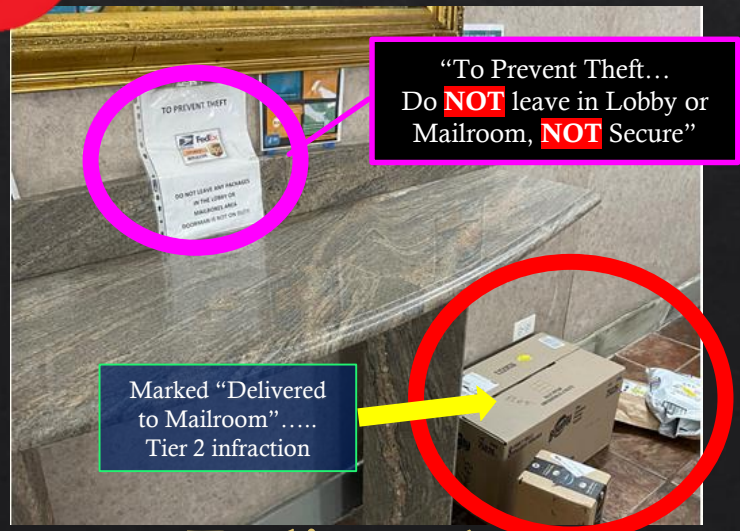
Inside the lockers!



"I Never Received My Package"…Not a Safe Location!

Easy theft

Marked "Delivered to Safe Location"… Tier 2 infraction



The Customer IMMEDIATELY SEES the Picture on Delivery!

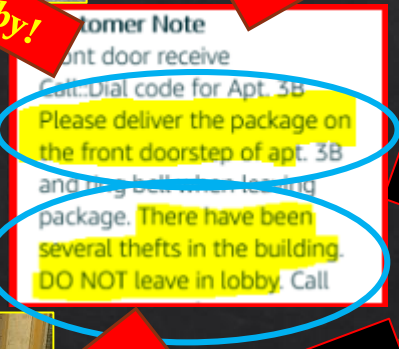
This NOT customer promise! Virtual/Physical Match!

Not another safe location!

Unsecured lobby!

NO, Its NOT safe!

Not a mail room!



Not a Receptionist!

Don't have one!

No it wasn't!

Not a Household Member!

Driver did not follow customer instructions

Overview | Communication | Information | Event Management | Audit Trail

Customer Account ID: [redacted]
Customer Name: [redacted]
Issue Date: 11/24/21
Contact ID: [redacted]
Tracking ID or Order ID: [redacted]

Customer Email Text/Summary of issue:

Dear Mr. Jassy,

Over the last few years I have had delivery problems with Amazon orders. I have made numerous complaints, starting at the customer service level. These complaints have been completely ignored.

I live in an apartment building with no doorman and theft problems. I have left delivery instructions that specify that packages are to be delivered to my apartment and not left like a pile of garbage in the lobby, instructions which have been updated by Amazon personnel, to no avail.

Deliveries are constantly being dumped in the lobby. Recently I said to an Amazon delivery person that packages do not belong in the lobby. He replied, "I know" and walked out.

Delivery confirmations have stated "left in mailroom" when there is no mailroom. Numerous times the confirmations lie about the delivery status.

I am writing now because today was the straw that broke the camel's back.

A delivery person buzzed my intercom and said "Amazon Delivery" I said OK bring it up. After 10 minutes of waiting, my wife went downstairs and found it dumped in the lobby. What makes this even worse is when I went online, It said "package was handed directly to a resident". A BLATANT LIE.

My wife and I are disabled seniors and this treatment is intolerable. Please rectify this situation. Thank You

Sincerely
[redacted]

Customer Complaints: "Where are my packages?"…."Where's my picture?

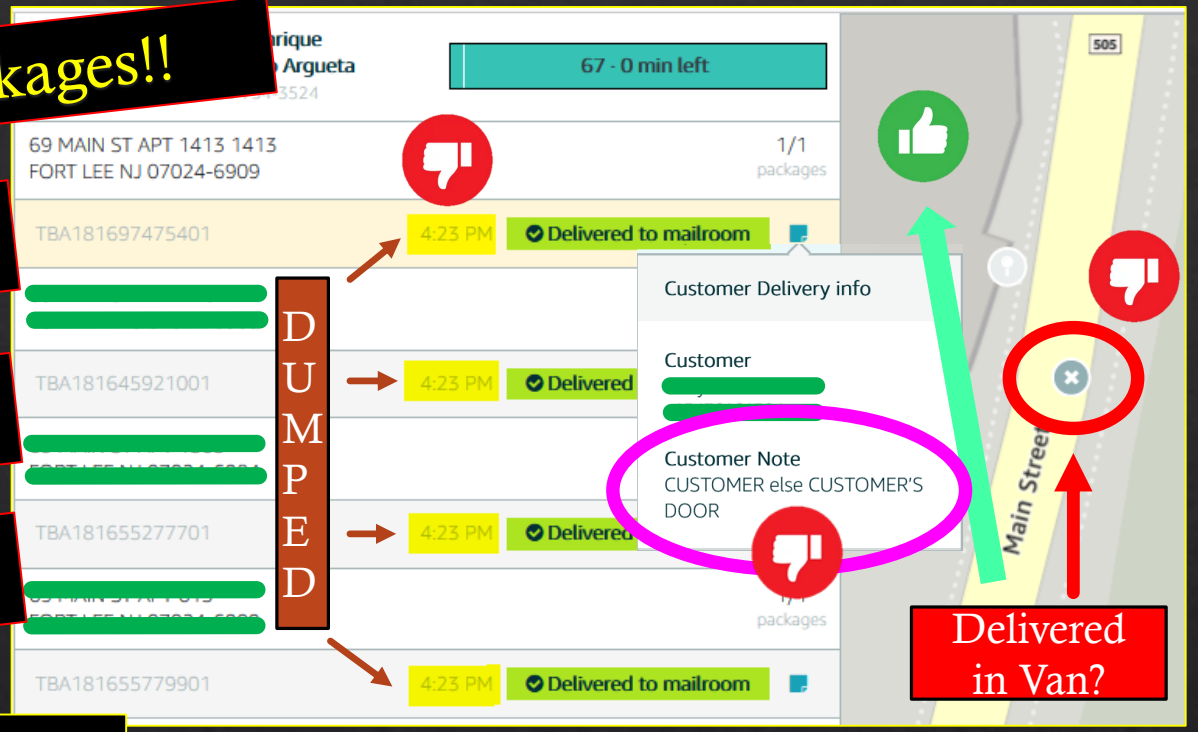
Even in Package Rooms, Take Pictures! NO "Select All"

Where are my packages!!

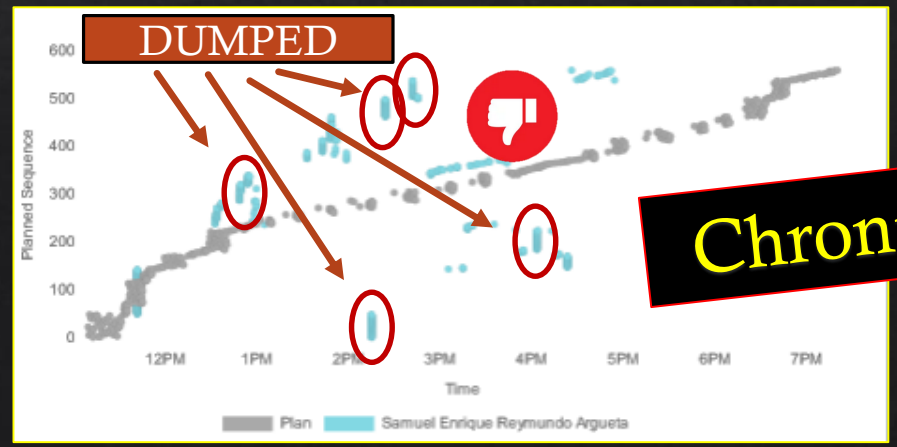
No Picture!

No Proof!

Defects! ☹



1. (ScoreCard) Tier 2 Infraction – Package mishandling
2. (ScoreCard) Zero DAR – excessive DNR
3. (ScoreCard) Negative Customer Feedback – where's package?
4. Failure in Customer Promise – ☹
5. No POD – no proof, no ability to dispute
6. Delivered out of planned location – Even at address? (~~dispute~~)
7. Chronic Behavior – Driver has 5th highest DNR for site
8. Driver finished 3 hours early! – no excuse to cut corners



Chronic!

TOP reasons for elevated DNR and zero DAR for sites. Do not cut corners!

When is "Help Yourself!" an Acceptable Delivery method? Never!

Reddit Review

Posted b[redacted] years ago

11 When it says do not leave unattended in the notes, it means don't do this.

This is NOT a mail room

This is an unsecured lobby & not a safe location

Customer Note
Front door receive
Call::Dial code for Apt. 3B
Please deliver the package on the front doorstep of apt. 3B and ring bell when leaving package. There have been several thefts in the building. DO NOT leave in lobby. Call

Greatest Theft Risk!!

No Difference!

"Package dumping" is never an acceptable delivery!

Follow Customer notes, if none, go door to door, take pictures! Standard Work!

Protect Manageable Route Size! ☺

1. Door to door delivery, above
   1. 1st delivery @9:15a
   2. Last delivery @ 9:33a
   3. Total time = 20 min
   4. Total delivered = 10 TBAs

2. Each TBA has a "service time" = how "long" it takes to deliver door to door (1 TBA = ~2min each)

3. This ungrouped stop is routed for 20 minutes

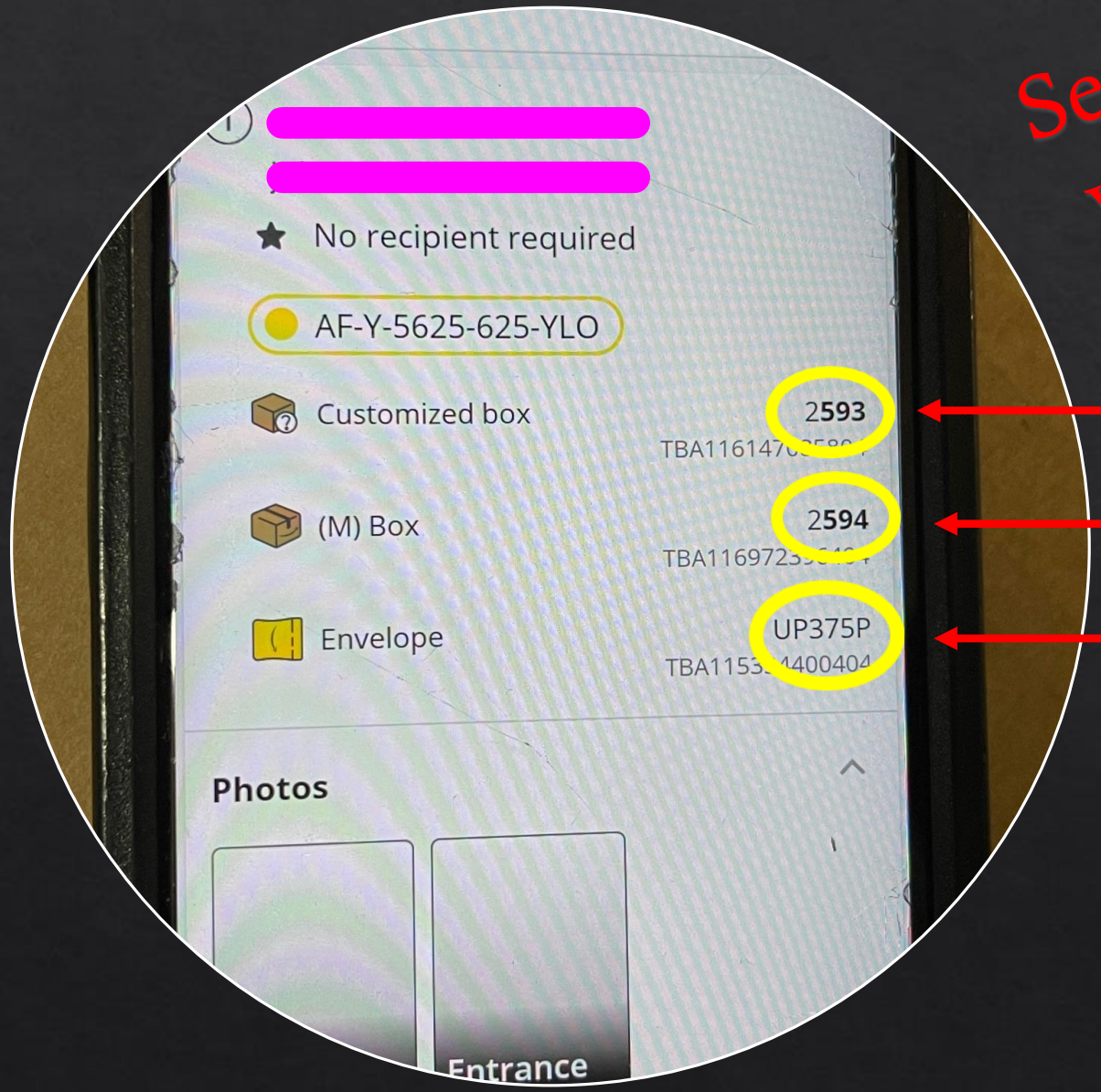
1. Door to door delivery, above
   1. All TBAs delivered @9:15a
   2. Total time = 2 min
   3. Total delivered = 10 TBAs

2. According to the system, this "group" stop took 2 minutes, not planned 20 minutes

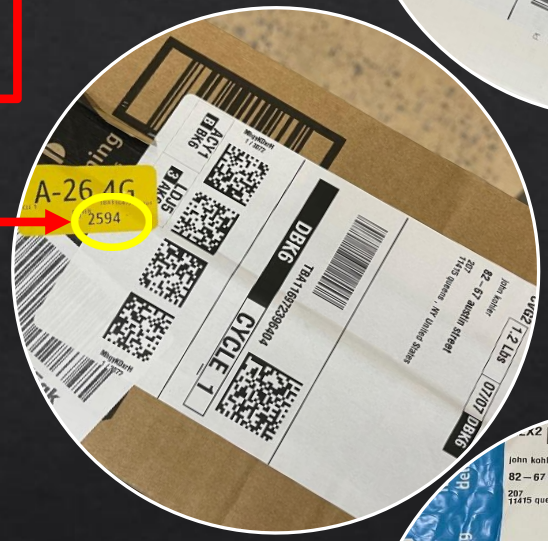
3. Routing will "learn" only 2 minutes are required, and ADD 18 MORE minutes of work! Bigger, unmanageable routes!

4. →→Out of Drive Time….More Dumping!

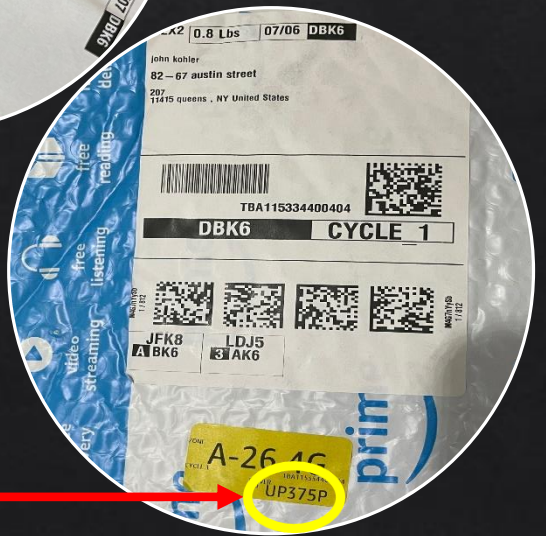
Driver Assist Code (unique)



Search bags with ease!

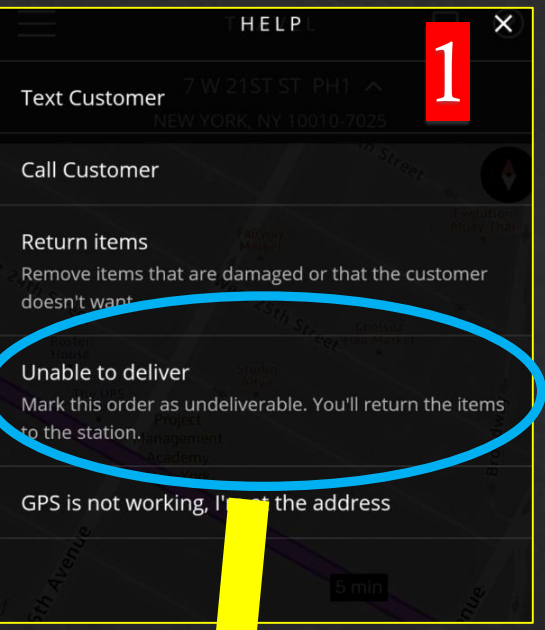


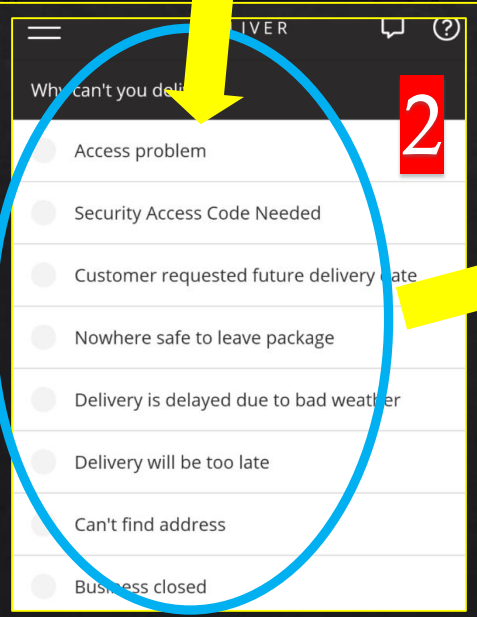
3x Packages w/ Yellow SAL Label

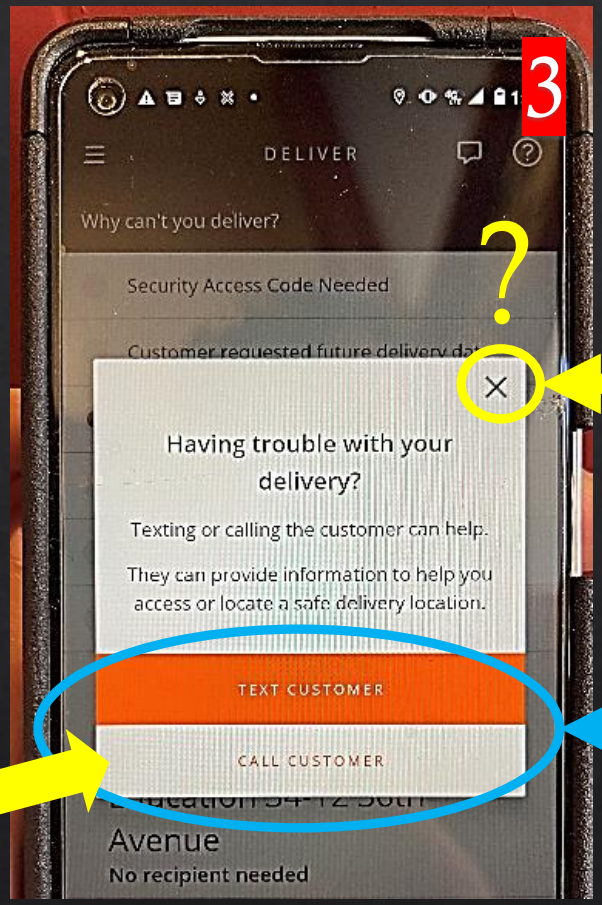


DA FlexAPP view at a stop, 3x Packages

Contact Compliance – After 1st Delivery Attempt







Q: When may I close this screen?

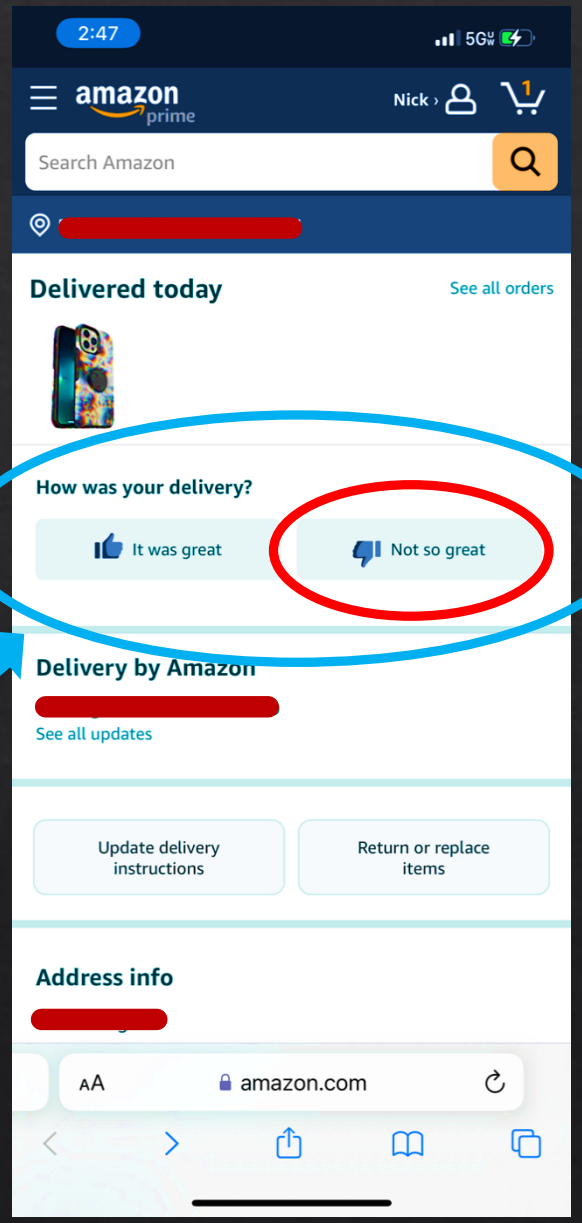
A: NEVER! Call, Text, Call!

Q: When should we Re-Attempt?

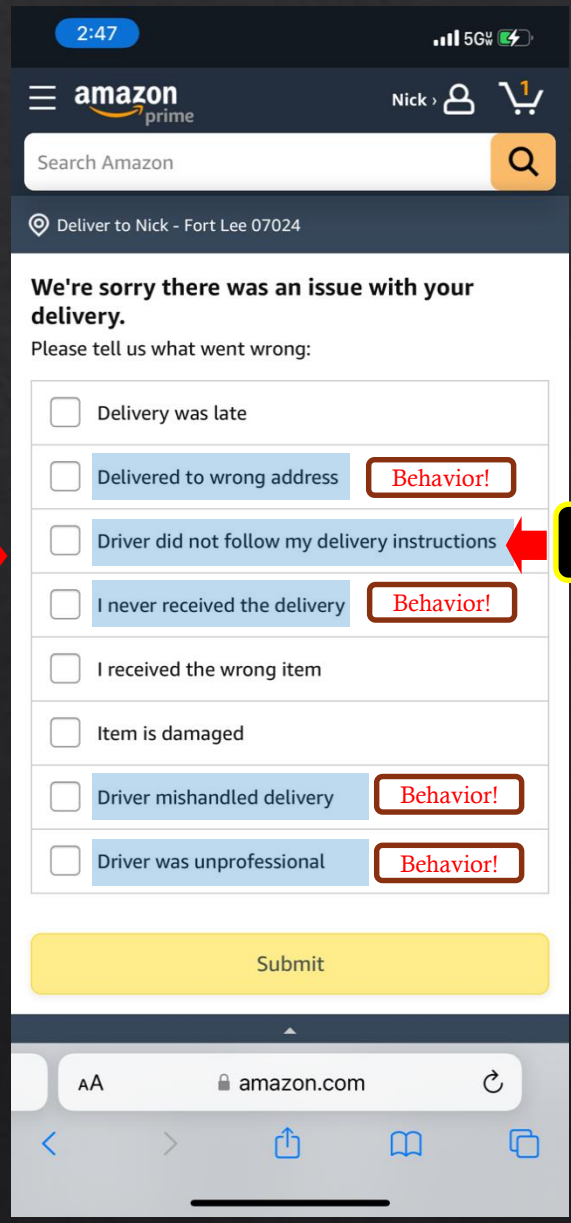
A: Just prior to RTS….1pm very different than 6pm!

Customer Feedback? - How would YOU rate each delivery?

Meet the "customer delivery notification"!



Customers are Immediately Prompted to Rate the Experience!

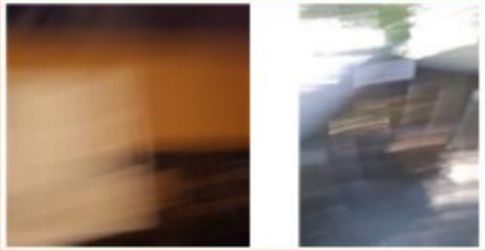
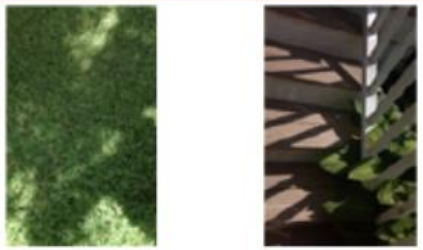
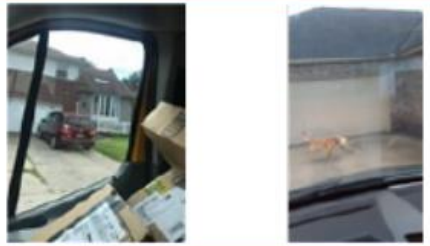


Customers can select "ALL that APPLY"!

Photo On Delivery – What is a High Quality Picture?

POD Sample Photos

Examples of Photos by Defect Category:

Defect Type	Sample Photos	Defect Type	Sample Photos
Blurry Photo		Package Too Close	
No Package Detected		Human In The Picture	
Package Not Clearly Visible - Locker/Other Concealment		Package In Car	
Package In Hand		Photo Too Dark	

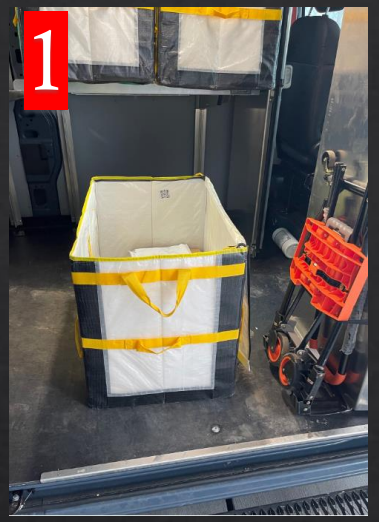
DOs:

1. Step back to capture the location surroundings of the package
2. Review the photo, and retake any poor quality pictures
3. Use the flashlight icon on your device to help capture photos when its dark outside

DON'Ts:

1. Each example to the left!

6-Step Delivery Method (No Missing/SW DNR)

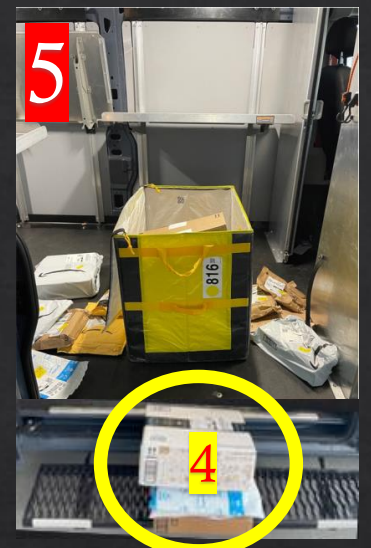


One Working bag

Organize & Identify Packages (DA assist Code)

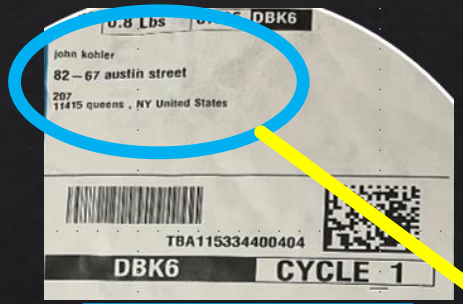
Isolate Packages at Stop

Scan Packages



Count & Take Packages

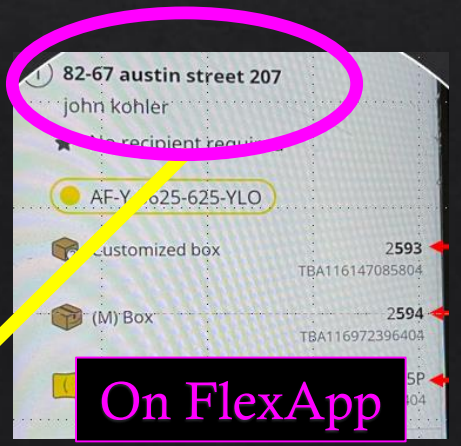
Why...?
Deliver the Correct Packages to the Correct Customers!



On Package

At Address

All Match?



On FlexApp

6

Swipe to finish ONLY if....

Why can't I scan my package?

Observation?		Resolution ☺
1. Already marked Delivered	→	1. Go physically delivery it!
2. In an Error State	→	2. Call to have it assigned to you!
3. You Marked Missing	→	3. Troubleshoot it, and reattempt!
4. Cancelled (LEAST LIKELY)	→	4. RTS!

You can solve MOST issues on road, do not immediately assume RTS

Rescue Protocol – for Rescue/r (PNOV)

Scan Packages?

Only take responsibility for what you scan!

Why?

Yes!

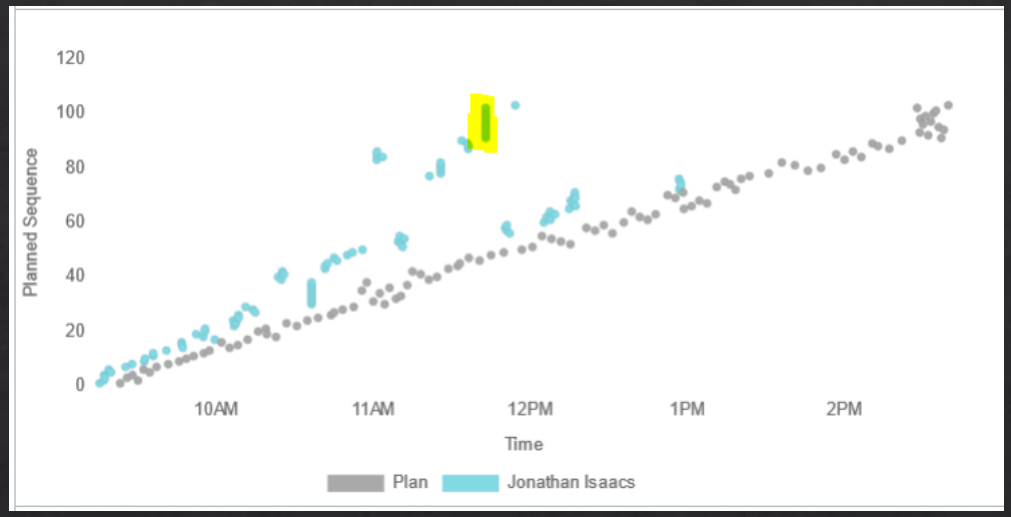
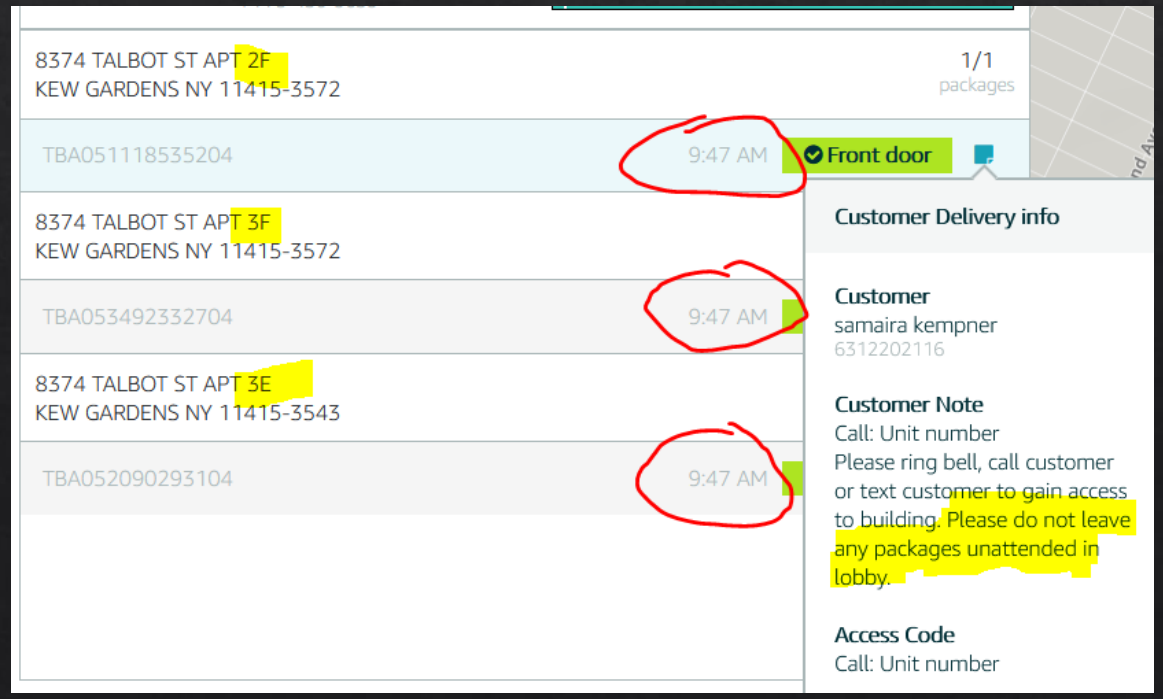
Scan Container?

Why?

Creates missing packages if container is altered!!

No!

Daily Monitoring (Cortex)

During on road delivery hours, DSP leadership to cross reference DA's with high DNR's from previous weeks in metrics file vs live performance in Cortex

Purpose to Identify certain behaviors
-package dumping
-same time stamps
-"pillars" from delivery graph
-customer notes vs delivery method?