

Customer Delivery Feedback

Audience: AMZL DSPs in the U.S.

Effective April 6, 2022

Calculation Details:

When your Delivery Associates (DAs) successfully complete a delivery, customers are able to rate their delivery experience through the Amazon shopping app/website., shown on the right. Data captured through this channel is then filtered to exclude any feedback that is out of the DA's control. This data is used to calculate the CDF metric (shown below), and to build the CDF supplementary report (uploaded every Wednesday to the DSP Portal) which contains a breakdown of CDF performance at the DA level. Customers initially select an overall delivery experience category (great or not so great). Based on the selected choice, an additional set of responses (detailed categories) are presented to customers where they can make multiple selection.

Thank you for your feedback!
Continue shopping

You can also leave a compliment for your delivery driver:

- Friendly
- Delivered with care
- Above & beyond
- Followed instructions
- Respectful of property
- On time

Submit compliment

We're sorry there was an issue with your delivery.
Please tell us what went wrong:

- Delivery was late
- Delivered to wrong address
- Driver did not follow my delivery instructions
- I never received the delivery
- I received the wrong item
- Item is damaged
- Driver mishandled delivery
- Driver was unprofessional

Submit

The CDF metric is a weighted ratio that accounts for positive, negative, and no feedback. Delivery Service Partners (DSPs) that earn Fantastic for this metric receive a score of 98% or higher. Delivery Associates (DAs) that earn Fantastic for this metric receive a Score of 96% or higher.

$$CDF = \frac{\text{Total Positive Feedback} + \left(\frac{1}{100} * \text{No Feedback}\right)}{\text{Total Positive Feedback} + \text{Total Negative Feedback} + \left(\frac{1}{100} * \text{No Feedback}\right)}$$

Tips for DSPs

- ✓ Review 'Key Focus Areas' in meetings, and utilize the Feedback Response tables to coach your DAs.
- ✓ Have top performing DAs share best practices on delivering a great customer experience with the entire team .
- ✓ Provide visibility of the CDF report to DAs to show them where they stand and what areas they should focus on for improvement.

Tips for DAs

- ✓ Always greet customers with a smile and address them by name.
- ✓ Be courteous, respectful, and aware of your actions when making deliveries. Keep Customer Obsession in mind every step of the way.
- ✓ Follow customer delivery instructions, when safe and secure. Customers may leave delivery instructions in the app or at their front door. If the instructions ask you to place the package in an unsecure location, call the customer to confirm.



Customer Feedback Categories & Descriptions:

Use the below table featuring customer feedback categories to coach your DAs to deliver a great customer experience! Please note that the customer feedback categories listed below are those that impact your metric. Additional columns are provided on the Supplemental Report to provide you with information when coaching your DAs.

Feedback Response Options	Description
+ Respectful of Property	DA is respectful and does not cause damage to the customer's property.
+ Followed Instructions	DA followed the instructions the customer provided (for example: DA used the customer's delivery instructions to locate the address, access the property and leave the package in a safe location).
+ Friendly	DA was approachable/courteous.
+ Above and Beyond	DA exceeded customer expectations and went out of their way to make the delivery happen. This weighs more.
+ Delivered with Care	DA thoughtfully placed the package and/or went out of their way to protect the package.
- Mishandled Package	DA threw/dropped the package or left it in an undesirable location including the lawn, on the road, sidewalk, or next to garbage.
- Driver was Unprofessional	DA was rude or behaving inappropriately to the customer or someone else.
- Driver Did Not Follow My Delivery Instructions	Package's delivered location did not match the customer's safe place preference.

FAQs

Where can I get package level feedback details?	Feedback by customers is anonymous, hence we cannot provide package level details.
Is feedback provided for all deliveries?	No, providing delivery feedback is optional for customers.
Why do I see "Coming Soon" for my score?	"Coming Soon" is automatically displayed when there's not enough data to provide you with an accurate CDF score.
Can customers select multiple feedback responses for the same delivery?	Yes, customers can select multiple responses for the same delivery. However, your score only counts 1 Negative or 1 Positive data point towards your overall score.
Why doesn't the 'Total Deliveries with Customer Feedback' match the 'Grand Total of Feedback Detail'?	This is due to the condition mentioned above wherein the customer selected multiple feedback responses for the same delivery.
Does the CDF metric exclude feedback due to circumstances outside the DA's control (e.g. station related issues)?	Yes, it excludes any feedback that is out of the DA's control. The Negative/Positive Feedback response table above specifies the categories considered in the metric.
Why is the metric being adjusted based on deliveries without customer feedback?	Applying one piece of additional positive feedback for every 100 deliveries your team makes accounts for the fact that no customer feedback often means the delivery went well. The selection of 100 means that the average DA will generate about 5-10 additional positive feedbacks per week.

