

Customer Escalation Defect DPMO

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What is the metric?

Customer Escalation Defect (CED) DPMO: the frequency at which DAs incur customer escalations, on a defect per-million opportunities (DPMO) basis. Referring to the Delivery Associate Focus (DAF) program, Tier-1 Violations are triple-weighted, Multiple Defect Offboardings (MDOs) are double weighted, Multiple Defect Retraining are weighted at 1.5 and Tier-2 Defects are single-weighted. Tier-3 Defects do not impact the CED DPMO metric. CED DPMO is a 2-week delayed metric because we only hold your organization accountable for escalations that have not been overturned by appeals. DSPs who earn Fantastic for Customer Escalations Defect DPMO typically achieve a “0” DPMO for the week.

Important to Know

A customer escalation is received if a customer contacts customer service to report an action or behavior that violates trust and safety. The detailed information will be emailed to you including the date of the incident, driver and escalation details, and a brief description.

Calculation Details:

- This is a two-week delayed metric to allow for the appeals process to occur.
- For example, Week 20 Scorecard Escalation Defect DPMO is calculated by counting and weighting the Escalations incurred by drivers in Week 18 not overturned by appeals.
- We calculate the number of 'weighted escalations' incurred.

Escalation	Weight
Tier-1 Violation	3
MDO	2
MDR	1.5
Tier-2 Defect	1

Considering the example of Week 20 Scorecard

- If the DSP had 1 Tier-1 Violation, 1 MDO, 1 MDR and 1 Tier-2 Defects in week 18 that were not overturned by appeal or the appeal for these escalations was not made, it would be weighted as 7.5 [1 Tier-1 Violation = 3 points; 1 MDO = 2 points, 1 MDR = 1.5 points, 1 Tier-2 Defect = 1 point for a total of 7.5 points] .
- We divide this weighted count by the dispatched volume for week 18, then multiply by one million (because it is on a defects-per-million-opportunities or DPMO basis). In this example, if the DSP dispatched 30,000 packages in week 18, then Customer Escalation Defect DPMO = $7.5 / 30,000 * 1,000,000 = 250$

Important to Know

Coach your drivers on the importance of their role and that customer service is a crucial element of delivery. Remind them frequently of the positive impact that good customer service and a positive delivery experience has for everyone involved: the customer, the drivers, your company and Amazon.

Tips for DSPs:

- Check your email frequently for escalation notifications and review them as soon as possible with your drivers. If they are able to provide additional context or you believe that the driver did not commit the cited action, appeal right away with the evidence you are able to collect or additional details from the driver.
- Ensure that your email is up to date to ensure that you are receiving escalation notifications.
- In addition to escalation emails, check your weekly supplementary report for details on Defects/Violations and scorecard weekly to look for patterns and identify which drivers may need deeper retraining for repeat Defects.
- Provide coaching on what a good customer experience is as well as specific examples of Defect behaviors. Give frequent reminders at standups and answer any questions your drivers may have about delivery decisions.

Tips for DAs:

- Safety is the top priority.** Obey speed limits and traffic laws at all times, wear your seatbelt whenever your vehicle is in motion, and maintain all safety procedures in and around the station.
- Customer service and positive community member experience are crucial to delivery success.** Remain safe and courteous with all customers.
- Pay close attention to customer notes, delivery hints, and access codes** to ensure successful deliveries.
- Utilize Driver Support** whenever you encounter issues that prevent a successful delivery.
- Make sure you are at the correct address.** Compare the address displayed in your app to both the package label AND the physical address on the building.

FAQs

Where can I see a list of all the Violations / Defects / MDOs / MDRs for my DAs	Please see the full list of escalations in the Resources tab (weekly supplementary report) of the DSP portal.
Are appealed escalations counted against me?	No, successfully appealed escalations are excluded from the metric and do not count against your score.
What information is available to me to help me appeal escalations during the appeals process?	We will provide clear information about the driver, date, type of associated evidence, and description of the escalation in the email notification. The primary information for dispute will be from your driver. Information such as context for the delivery and any reason for their delivery decision. Additionally, you can use Work Summary Tool, Dexter, Cortex and Map Search to gather other details if the incorrect driver was identified or to locate evidence that shows that your driver did not commit the cited action. Please see your Operations Manual for detailed information on how to appeal along with the common “Do’s and Don’ts” for successful appeals.
What checks does Amazon have to ensure drivers aren’t issued a Violation/Defect for unsubstantiated customer complaints?	Amazon investigates every case and verifies the driver by their unique driver ID.
Where do I appeal escalations?	Every Defect/Violation email notification will have an Appeal form link in the email body. The DSP needs to click the link, enter appeal details and click submit.
If a driver is made ineligible to deliver for Amazon due to too many Customer Escalations, does it count against my attrition metric?	Yes, your attrition considers drivers which are made ineligible due to Customer Escalations. See the Attrition metric definition on the scorecard for more details on how that metric is calculated.
Where can I get additional information on the DAF program, as well as Violations, Defects, MDO, and MDR?	Please review the Delivery Associate Focus (DAF) program guide on the Resource Tab of the DSP Portal.

Additional Resources:

- You can view the list of escalations that your drivers have incurred by viewing the Escalations Report published to the Supplementary Performance Reports area within the Performance tab on the DSP Portal.
- You can review the Delivery Associate Focus Program, how to appeal, and the list of Violations/Defects in the Resources section of the DSP portal and the Operations Manual.