

Delivery Completion Rate (DCR)

How do we define Delivery Completion Rate (DCR):

Delivery Completion Rate (DCR): The share of packages dispatched to the DA or DSP which are delivered to the customer (and not returned to the station).

IMPORTANT TO KNOW

DCR Thresholds for performance tiers are set at the station level. DSPs and DAs who earn Fantastic for DCR typically achieve a DCR of greater than 99.0%. Station delivery thresholds vary by +/- 0.5% due to differences in historical delivery difficulty levels.

Metric calculation details:

All successfully delivered packages count positively towards your DCR. The cases where a delivery is not successfully which count against your DCR are:

- Unable to Locate (UTL): unable to find the delivery building
- Unable to Access (UTA): unable to enter the delivery building
- Customer Unavailable: unable to access the building due to the customer not being present
- No Secure Location (NSL): unable to find a safe place to leave the package
- Business Closed (BC): the driver can't deliver to a business because it is closed
- Out of Drive Time (OODT): the driver returned to the station as they ran out of time on the route to complete the delivery.
- Packages Not on Van (PNOV): packages are missing from the delivery van
- Packages Returned to Station – Other: All other packages that have been returned to station that have not been explicitly captured above, e.g. poor weather.

Share these Keys to Success with Delivery Associates:

- 1) **Rely on your Amazon delivery app when attempting to access apartments or multi-unit buildings.** Access codes will be provided in the Amazon delivery app. Make sure to attempt all access codes that are given to you for access to the building.
- 2) **Find secure places to deliver packages which are not visible from the street, have little foot traffic, and are protected from weather.** If you are not able to find a safe location, leave a "we missed you" card for the customer near their door.
- 3) **Trust your delivery route.** The delivery route may seem circular, but it is built to minimize U-turns, left turns, and other inefficient maneuvers.
- 4) **Don't skip stops on the route.** When you skip a stop, it increases the chance that when you come back to make the delivery, the business will be closed.

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Keys to Success, continued:

- 5) **Mark a package missing after you arrive to the designated stop and have confirmed it is missing.** Check all packages in the bag as well as oversized packages to confirm. If the package is found later in the route, return to the itinerary view, select that package and select "Retry Delivery". After selecting "Retry Delivery", scan the package(s) and complete the delivery as normal.
- 6) **Download offline maps on your Amazon delivery device for your delivery area before you begin your route.** Offline maps will assist in successfully completing deliveries in areas with poor cellphone reception.
- 7) **Damaged packages should not be delivered to the customer.** If the package is damaged, mark the package accordingly in Amazon delivery app and return it to station. If the QR code on the package cannot be scanned then read the tracking number on the package and type it in.
- 8) **Take a photo of delivery (POD) for all applicable deliveries.** Take a clear POD of the package when applicable, including its surroundings, which will help the customer locate it.

FAQs

Are packages from dropped routes counted against me?	No, packages from dropped routes are not counted against DCR for drivers or DSPs.
I feel like my DCR is dependent on station operations – is this the case?	DCR measures the on-road success of your drivers, but because stations play an important role in organizing and preparing packages for your drivers they can at times influence your on-road deliveries. We are continuously partnering with your Station Operation teams to ensure their processes and tools are optimized to help your drivers succeed. If you feel there are challenges impacting your team's success, please discuss with your Delivery Operations Area Manager (DOAM).
I can't seem to match up my delivery or DCR numbers with what is shown on Cortex. Why?	The DCR shown on the Scorecard is your source of truth for DCR for performance. Our internal system for measuring DCR on the scorecard is slightly different from Cortex, and factors in a few additional signals and logic to pinpoint if a delivery was successful or not. Cortex is a tool to manage the success of deliveries during the route or delivery day. The two systems are highly aligned but because they are built for different purposes their delivery numbers may differ slightly. We are working internally to reduce differences as much as possible.