

Photo-on-Delivery (POD) Compliance

Intended Audience: DSP (Delivery Service Provider) Owners

What is the metric?

Photo-on-Delivery Compliance (POD): POD compliance is based on the number of usable PODs (i.e. presentable to the customer) taken, divided by total POD opportunities.

IMPORTANT TO KNOW

Photos help customers find their packages! Only high-quality photos that indicate where the package is located are shown to customers. Poor quality photos and photos where the customer cannot tell where the package is located are rejected.

Keys to Success

Tips for Delivery Associates (DA)

1. Ensure the package is well-lit/photo is taken in an illuminated area.
2. Step back and hold the camera steady. If you are moving the camera or stand too close to the package, the photo will not be helpful to the customer.
3. Retake the photo when necessary. Review each photo that you take and if it doesn't meet your standards, tap the Retake button and take it again.
4. Do not include any personal information. Your photos shouldn't include any license plates, addresses, faces, or body parts of any people.
5. Always take photos in the final delivery location, not from the delivery vehicle, from the sidewalk, or in your hand.
6. Ensure the package is the focus of the photo with the location clearly and easily identifiable for the customer. The photo should not be taken from an excessive distance away, which can makes the package location hard to distinguish.
7. The package should be clearly visible and in no way concealed

IMPORTANT TO KNOW

Drivers are able to see a sample of the photo after taking it. Retaking photos will never count against your POD compliance.

Deep dive defect reasons in your supplementary report on the portal:





- Blurry Photo: The camera was not in focus. Always ensure the camera is stable before taking a photo of the package in the final delivery location, and in-frame.
- Human in the Picture: There cannot be any part of a human in the photo.
- Package Not Clearly Visible - Locker/Other Concealment: Photo contained an image of the locker system and/or another concealed location. A package must be visible in the photo to be compliant with Photo-on-Delivery. Please take a photo of the package in the locker system and/or concealed location prior to closing concealed location's door/cover. Do not place any package in the mailbox.
- No Package Detected: The package is not easily visible in the picture and would not help the customer locate their package.
- Other: Photo is poor overall or a combination of multiple rejections.
- Package in Car: Photo of the package is taken from inside the vehicle, or photo is of the package still inside the vehicle.
- Package in Hand: Package is in the DA's had at the time the photo is taken.
- Package Too Close: The customer's delivery information is visibly seen and/or the photo doesn't show enough of the surrounding area to help identify the location of the package(s).
- Photo too Dark: The photo is too dark to be of value to the customer.

IMPORTANT TO KNOW

In the US, packages should never be placed inside of a mailbox. Mailboxes are for the Postal Service only and any Amazon Logistics packages may be confiscated by the Postal Service as it is a federal offense.



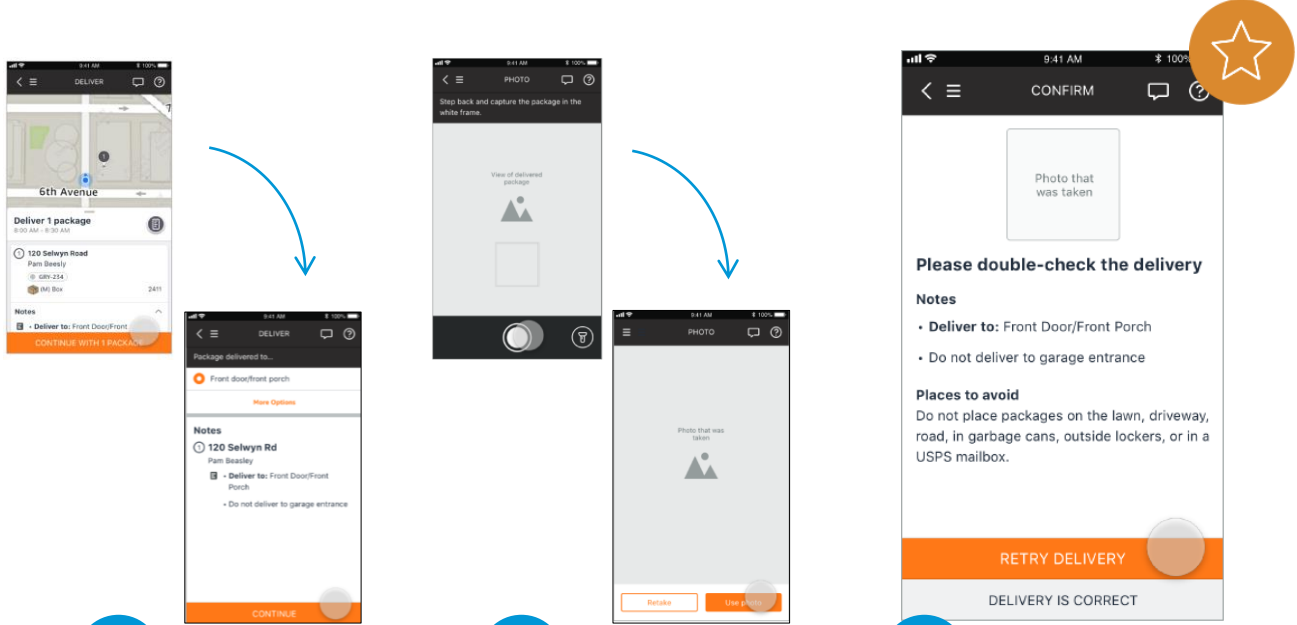
Examples of Good and Poor PODs

Good/Poor	Explanation	Picture
Good	The package needs to be clearly visible in the final delivery location. It needs to be identifiable with a known location to the customer including: house color, doormat or front door	
Good	A package must be visible in the photo to be compliant with Photo-on-Delivery. To be compliant, please take a photo of the package in the locker system and/or concealed location prior to closing concealed location's door/cover.	
Poor	Pictures need to be clear. If a picture is too blurry or is too dark for the package to be seen, then the photo needs to be retaken so that it can of value to the customer.	
Poor	In the US, packages should never be placed inside of a mailbox. Mailboxes are for the Postal Service only and any Amazon Logistics packages may be confiscated by the Postal Service as it is a federal offense.	

FAQs

In what cases (scan codes) are Drivers prompted to take a POD?	PODs are prompted for all unattended deliveries.
Why can't I see the actual rejected photos?	Rejected photos may contain confidential information or a customer. To help protect the customer we do not show them.
What steps does Amazon take to ensure the POD metric is accurate?	Manual photo audits are conducted weekly, while also leveraging technology to classify each photo.

Every POD taken is verified by our latest tech to ensure delivery quality.
POD Verification will not impact POD Compliance.



1 Step One

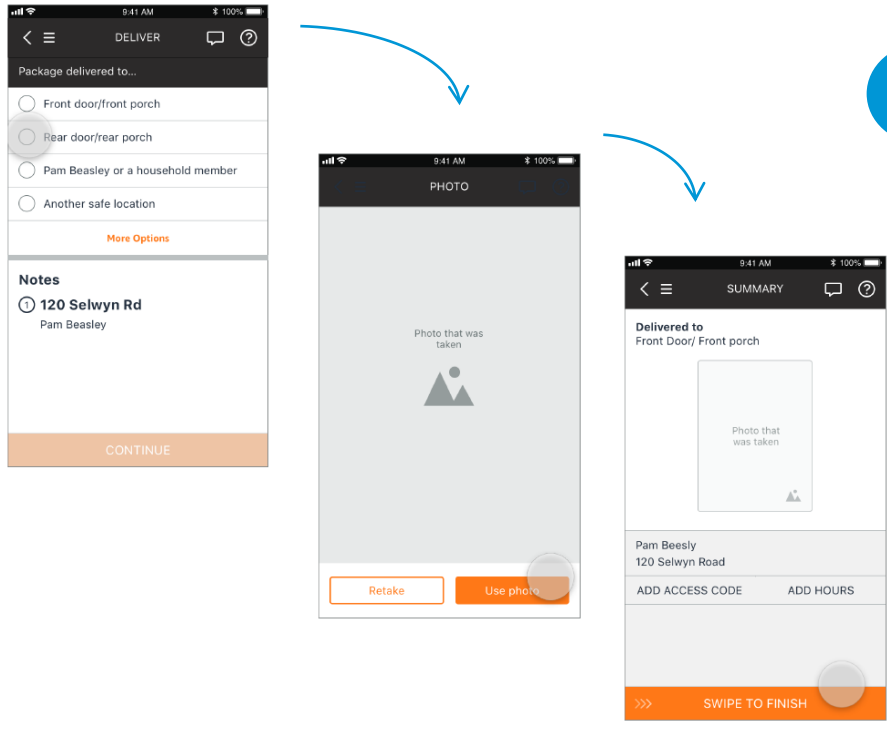
DA will scan package to pickup and select delivery reason code as normal.

2 Step Two

Once the DA takes a POD and selects "Use Photo," POD verification will run on the photo in real time.

3 Step Three

Alert will display if a POD is believed to be incorrect. DA can retry the delivery or report the location is correct.

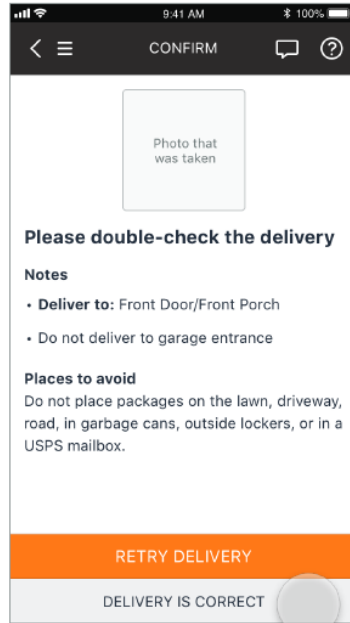
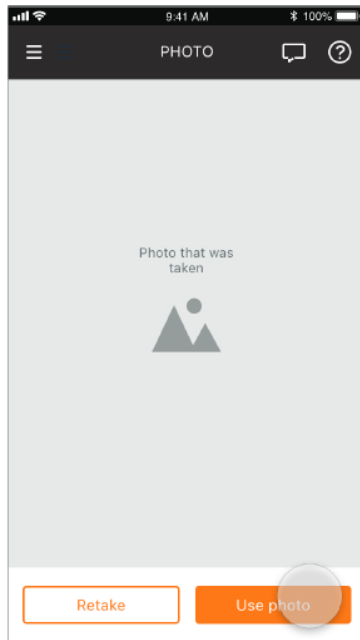


4 Step Four

If the DA chooses to retry the delivery, DA is returned to the delivery reason code screen and can either re-select the same code or choose a new code, and take a new POD. If the POD passes the POD verification, the DA will see the summary screen, 'Swipe to Finish,' and will be prompted to begin travel to the next stop.



Report a POD Verification Alert



1

Step One

If the DA takes a POD and is alerted by POD Verification, the app will ask the DA to confirm the delivery. The app will then give an option to retry the delivery or report the alert. If the DA believes they are seeing the alert in error, they can indicate that the delivery is correct as one of the options on the confirmation screen.

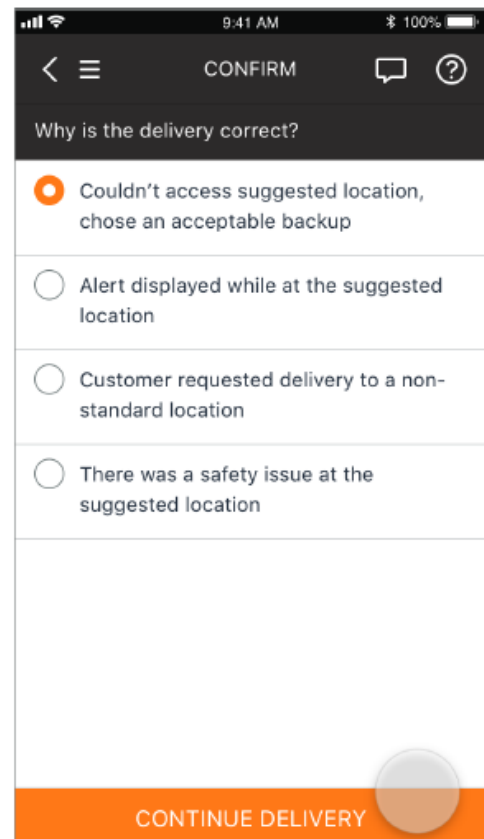
2

Step Two

DAs are asked to select from a list of four reasons why the location is correct. These reasons are:

1. Couldn't access suggested location, chose an acceptable backup
2. Alert displayed while at the suggested location
3. Customer requested delivery to a non-standard location
4. There was a safety issue at the suggested location

Once DA selects the most accurate option for confirming the delivery is correct, DA will be able to continue with the delivery. DA will be shown the Summary Screen and be able to 'Swipe to Finish' on the delivery. The DA will then be prompted to begin travel to the Next Stop.



Frequently Asked Questions...

1. What will prompt a POD verification notification?

- Notifications will be prompted when our machine-learning tech detects deliveries have been made in the following locations, prioritized by location criteria:
 - Priority 1: Mailbox
 - Priority 2: Left in/on car
 - Priority 3: Left on snow
 - Priority 4: Left on/near garbage
 - Priority 5: Left in/on/near road or sidewalk

2. Are there any limits to how many times a DA can reattempt delivery?

- No, we do not limit the number of times DAs can reattempt delivery. If the delivery is still flagged as incorrect or the DA does not report an issue with the alert, the DA will be prompted to reattempt delivery.

3. What are we doing to make sure POD verification notifications are accurate?

- We will work with Last Mile Analytics and Quality team to frequently audit the machine-learning software and review all alert reports to ensure our detection is precise. Please encourage your DAs to report any notification they believe is inaccurate.

Additional Resources

You can view the breakdown of POD defects by type and by driver each week by viewing the POD Quality Report published to the Performance Supplementary Reports section of the DSP Portal. The report will show the most recent POD taken (if POD was retaken after verification prompt)

