WEEKLY ANALYSIS · IBSS SAMPLE DATA

Station DXX1 — the week in numbers and what to do

Sources: DSP scorecard, daily reports, customer feedback report, contact compliance report, DWC/IADC report and both concessions files.

DELIVERED	TARGETS MISSED	CHARGED CONCESSIONS	RANK
28,140	3	17	4
26 drivers	DSC · CC · CDF	€738.70	of 14 · +1

The station sits at rank 4 and delivers cleanly. Even so, three targets were missed and €738.70 was charged that could have been avoided. This is exactly the gap a weekly analysis finds — and a scorecard does not.

1 Scorecard against target and minimum

METRIC	VALUE	TARGET	MINIMUM	NOTE
Overall	87.2 · Fantastic	85 · Fantastic	—	Rank 4 of 14 (+1)
DCR	99.28 %	99.1 %	98.2 %	203 returns
DSC	604	500	989.55	17 charged concessions · €738.70
CC	96.40 %	98 %	95 %	25 misses, all at 0 seconds
CDF	4,690	4,156	6,296	132 negative ratings
DNR	853	—	—	24 customer reports
POD	99.10 %	99 %	96 %	24 rejected photos
LoR	0	0	70	no package lost
CE	0	0.02	70	clean
VSA	98.7 %	98.5 %	96 %	—
FICO	814	810	730	—
IADC	63.8 %	—	—	unchanged for six weeks

Three metrics miss the target, none the minimum. That is the dangerous position: contractually still inconspicuous, but in the ranking exactly the gap between fourth place and first. At 1.6 percentage points, CC is the single largest shortfall.

2 Who is pulling the metrics down

DRIVER	PACKAGES	RETURNS	CONC.	COST	DNR	POD	CC MISSED	CDF
Dragan Pavlović	1,186	29	4	€214.30	7	5	5/34	11
Youssef Benali	1,094	21	3	€118.40	4	3	8/15	14
Elena Marinescu	1,301	7	2	€93.80	3	1	2/16	17
Tomasz Wójcik	1,042	16	3	€142.80	4	2	3/11	9
Amir Haddad	1,158	12	2	€62.50	2	2	4/12	8

Five of twenty-six drivers cause almost all of it. Together they drive 21% of the packages but cause 42% of the returns, **82% of the charged concessions** and **88% of the contact misses**. The remaining twenty-one drivers work largely without error.

3 Diagnosis

All 25 contact misses have a call duration of 0 seconds. Not most of them — all. That is not coincidence but a learned routine: start the call, hang up immediately, return the package. If just the five drivers listed carried the call through, CC would rise from 96.4% to over 99%.

Thirteen of the seventeen charged concessions came from an avoidable mistake. The file shows for every shipment which options were on the display and which one was chosen. Where the two diverge, Amazon charges — without exception.

IADC sits at 63.8% and has not moved in six weeks. In 2,610 cases a package was handed to a household member although a drop-off location was on file. That is not an individual error but a station-wide habit.

4 Plan for the coming week

1. **The call is not negotiable**
   Let it ring for at least 30 seconds, then send an SMS, and only then may a package go back. That alone brings CC above the 98% target.

2. **Only choose what the app offers**
   Six charged concessions from this one mistake alone. The rule goes on a notice in the vehicles and into the morning briefing.

3. **One-to-one with the top two drivers**
   Both miss several metrics at once. A documented conversation with measurable targets for the following week.

4. **Photo training for the whole station**
   24 rejected photos, 16 of them with no visible package. One page of visual material solves most of it.

5. **Follow-up check after seven days**
   Measurable targets: CC above 98%, returns below 170, no concession caused by an option that was not offered.

Sample report. All figures, names, transporter IDs, tracking numbers, postcodes and dates in this document are fictitious and serve only to illustrate the report format. No data of real clients, stations or employees is shown.