

STANDARD OPERATING PROCEDURE

How to track Amazon DSP driver performance, day by day.

Five steps that move performance tracking from the weekly Scorecard PDF to a daily habit: your own standards, Amazon's files imported every day, coaching on every mistake and a morning read of who is slipping.

PORTALS	Scorecard, Ultimate DA
ROLES	Owner, Manager, Dispatcher
HOW OFTEN	Once, Daily, Every morning, Weekly
PAGES USED	Standards, Imports, Events, Overview, Performance Roster, Ultimate DA
UPDATED	September 2026
READ ONLINE	ultimatedsp.com/knowledge/performance-tracking

What this SOP fixes

- Driver results are checked once a week, on the Scorecard PDF.
- By the time the Scorecard lands, the mistake is a week old and has often happened again.
- Amazon scores its own metrics, not the standards you set for your drivers.
- Nobody sees who is slipping until the tier drops.
- Drivers do not know where they stand.

How to use it: read sections 1 to 6 once. Then run section 7 on the rhythm in section 6, and print the checklists in section 11 for the wall.

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1. Purpose and scope

This SOP moves driver performance from a weekly report to a daily habit. It sets your own standards and points, brings Amazon's safety and quality files in every day, makes sure every mistake is coached the day it is imported, and gives the owner a morning read of who is at risk and who is slipping.

It is written for the owner and manager who set the standards and act on the numbers, and the dispatcher who runs the daily imports. The weekly Scorecard still matters. This SOP makes sure nothing on it comes as news.

This SOP covers

- Setting points for mistakes and good work, and naming the performance tiers.
- Importing Netradyne, DSB, CDF and DVIC files every day.
- Making sure every mistake has coaching.
- Reading the at-risk list and the biggest declines every morning.
- Weekly coaching and conversations with drivers whose score is falling.

It does not cover

- Building the coaching modules. That is the SOP Automated coaching.

- What to do with drivers who stay at risk. That is the SOP Risk mitigation.
- Disputing Amazon's Scorecard data.

2. Why this matters

Amazon's Scorecard arrives once a week and scores Amazon's metrics. By the time a DSP reads it, the mistakes behind it are days old and have often happened again. Five gaps follow:

THE PROBLEM	WHAT IT COSTS YOU
Results are checked once a week, on the Scorecard PDF	Every mistake gets a week to repeat before anyone reacts.
The mistake is a week old when the Scorecard lands	The driver barely remembers it, and coaching lands as blame instead of help.
Amazon scores its metrics, not your standards	Things that matter to your DSP, such as van damage or helping out, are never scored at all.
Nobody sees who is slipping	The tier drops before anyone has spoken to the drivers behind it.
Drivers do not know where they stand	They cannot fix what they cannot see.

3. What good looks like

- Every rule you care about has points, for mistakes and for good work.
- Amazon's safety and quality files are imported every day, and every row becomes an event with points.
- Every mistake has a coaching module, and the coaching goes out the day the event is imported.
- The at-risk list and the biggest declines are read every morning.
- Drivers whose score is falling are coached every week, with the conversation on record.
- Drivers see their own score and events in Ultimate DA.
- Nothing on the weekly Scorecard comes as a surprise.
- Every driver is scored the same way, every day.
- Coaching reaches the driver while the mistake is still fresh.

4. Roles and responsibilities

ROLE	WHAT THEY OWN IN THIS SOP
Owner	Sets the standards, points and tiers with the manager, reads the Overview every morning and leads the conversations with at-risk drivers.

ROLE	WHAT THEY OWN IN THIS SOP
Manager	Owns standards and tiers day to day, pairs modules, checks coaching gaps and coaches declining drivers.
Dispatcher (Operations)	Runs the daily imports and resolves their issues, logs manual events and reads the Overview. Cannot edit standards or roll back an import.
Sub Admin	Has the same rights as the Owner on these pages.
Finance	Has no access to the Scorecard pages.
Driver	Sees their own score and events in Ultimate DA, never a tier, a rank or anyone else's score.

5. Before you start

Set these up once. Every step below assumes they are in place.

TASK
☐ Import your driver roster with names and Transporter IDs, so imported rows match the right drivers.
☐ Set points on every standard you use, and name your performance tiers with one marked at risk.
☐ Write a driver-facing description on every standard you use.
☐ Build coaching modules in the Coaching Library and pair them to your standards, with auto coach on.
☐ Run each source once (Netradyne, DSB, CDF and DVIC), check the mapping and save it as a preset.
☐ Invite your drivers to Ultimate DA, so they can see their own score.

6. The rhythm

When each part of the procedure happens, who does it and on which page.

WHEN	WHAT	WHO	WHERE
Once, then when rules change	Set standards, points and tiers	Owner and Manager	Standards
Every day	Import the Netradyne, DSB, CDF and DVIC files and resolve issues	Dispatcher or Manager	Imports

WHEN	WHAT	WHO	WHERE
Every day	Read Amazon's driver notices and camera safety events the day they arrive	Manager	Amazon's portals
Every day	Find mistakes with no coaching, assign modules, pair standards	Manager or Dispatcher	Events, Standards
Every morning	Read At Risk, Shift Blocked, the At Risk card and Biggest Declines	Owner or Manager	Overview
Every week	Coach and talk to the drivers whose score is falling	Owner or Manager	Overview, Events
Every week	Compare Amazon's Scorecard with your own numbers	Owner	Overview

7. The procedure, step by step

Five steps: one to set up, three every day and one every week. Each step names who does it, how often and the page it runs on.

1 Set your own points for every mistake and every win

Once

Where Scorecard · Standards **Who** Owner or Manager

WHY THIS STEP MATTERS

Amazon's Scorecard measures Amazon's metrics. Your standards decide what your DSP rewards and what it will not accept, including things Amazon never scores, such as van damage or helping out. Points set once keep every driver scored the same way.

HOW TO DO IT

1. Open Scorecard, then **Standards**. Use **Search standards** or **Filters** to find a rule.
2. To change a built-in rule, click **Edit**, set **Direction** and the points, add a **Description** the driver will see, and click **Save Standard**.
3. To add your own rule, click **+ New Standard**, pick the **Category**, name the rule, write the **Description**, set **Direction**, the points and the unit, and click **Save Standard**.
4. Open the **Performance Tiers** tab. Name each tier, set where it starts, and turn on at risk for the tier that should count as at risk.
5. Write a driver-facing description on every standard you use. Built-in standards ship with none.

WHAT TO CHECK

- Every standard you use has points on the side that applies.
- Positive standards reward the good work you want more of.

- Only the tiers you mean are marked at risk.

Done when: Every standard you use has points, and the tier ladder has names and an at-risk tier.

IF SOMETHING IS WRONG

- The toast says a standard must score on at least one side: give it negative or positive points.
- Per unit will not change on a built-in standard: it is locked. Create your own standard if you need a different unit.
- The toast says another tier already starts at that value: pick a different starting point.
- You closed the dialog without saving: the draft is gone. Open it again and save.

KEEP A RECORD

Every points change is kept in the standard's edit history, with who changed it and when. Past events keep the points they were given.

2

Import the day's Netradyne, DSB, CDF and DVIC files

Daily

Where Scorecard · Imports **Who** Dispatcher or Manager

WHY THIS STEP MATTERS

The Scorecard is a weekly summary of things that happened days ago. The same mistakes are in Amazon's daily files much sooner. Importing them every day is what lets a mistake made today be coached today, instead of a week later.

HOW TO DO IT

1. Open Scorecard, then **Imports**. On **Choose Source**, pick **Safety (Netradyne)**.
2. On **Upload File**, add the file and check the preview. Click **Replace** if it is the wrong file.
3. On **Map Columns**, check **Associate Match**, **Event Date** and **Reporting Date**. The saved preset fills them after the first run.
4. On **Scoring Rules**, check that every file value maps to a standard and that the filters are right.
5. On **Review and Run**, clear **Issues To Resolve**: pick the associate, map the value or set the date format. Then click **Run Import**.
6. Do the same for **DSB**, **CDF** and **DVIC**.

WHAT TO CHECK

- ROWS NOT IMPORTED is zero, or every skipped row has a reason you accept.
- The History tab shows each batch as Done.
- The ledger shows new events with the source Netradyne import, DSB import, CDF import or DVIC import.

Done when: Each file's batch shows Done in History, and the ledger shows today's imported events.

IF SOMETHING IS WRONG

- ROWS NOT IMPORTED is amber: rows were skipped for an unmapped value, a date that could not be read, a failed filter or no roster match. Resolve them before you run.
- A batch shows Needs Review: some rows are waiting. Open it from History and resolve them.
- A row says no roster match: the driver is not on your roster, or the ID is wrong. Import the roster first, or pick the associate.
- You imported the wrong file: an Owner, Sub Admin or Manager rolls the batch back. Its events are voided and their coaching is cancelled.

KEEP A RECORD

History keeps every batch with its source file, the rows skipped and why, and the mapping used.

3

Check that every mistake has a coaching module

Daily

Where Scorecard · Events **Who** Manager or Dispatcher

WHY THIS STEP MATTERS

Coaching only fires when a standard has a module paired and auto coach on. A standard nobody paired lets the same mistake through every day without a word to the driver. This daily check finds the gap on the day it first costs you.

HOW TO DO IT

1. Open Scorecard, then **Events**, on the **All** tab.
2. Click **Filters**, tick Coaching Status **None** and click **Apply**.
3. Sort by **Points** so the deductions come first, and read the Module column.
4. On a row that should have been coached, open the row menu and click **Assign Module**. Pick the module, set the days to finish it and click **Assign**.
5. Fix the cause on **Standards**: pair a module to that standard and turn on **Auto Coach**.

WHAT TO CHECK

- Every deduction from today shows a module and a coaching status.
- The standards behind today's gaps are now paired, with auto coach on.
- Positive events show no coaching, which is correct.

Done when: No deduction from today is left with No module, and every gap has its standard paired.

IF SOMETHING IS WRONG

- The Module column shows amber No module: that standard has no coaching paired.

- An event for an inactive driver has no coaching: that is by design. Reactivate the driver first if they are coming back.
- A voided event is struck through: it no longer counts, and it needs no coaching.
- Pairing a standard does not coach events that were already imported: assign those by hand.

KEEP A RECORD

Each assignment is linked to its event, with its due date, and shows on the driver's record.

4

Check who is at risk and who is slipping

Every morning

Where Scorecard · Overview **Who** Owner or Manager

WHY THIS STEP MATTERS

A tier drop on Amazon's Scorecard is the end of a slide that started days earlier. The at-risk list shows who is already in trouble, and Biggest Declines shows who is heading there, while there is still time to turn it around.

HOW TO DO IT

1. Open Scorecard. The **Overview** opens first.
2. Read the **At Risk** and **Shift Blocked** tiles. Both are live and ignore the window.
3. In the **At Risk** card, read each driver's net score, tier and whether they are blocked, worst first.
4. In the **Biggest Declines** card, read who dropped the most this month.
5. Click a name to open the driver's record, or click the At Risk tile to open the Performance Roster filtered to at-risk drivers.

WHAT TO CHECK

- Every at-risk driver has open coaching or a planned conversation.
- Every blocked driver knows which coaching they need to finish.
- The same names are not on the declines card week after week without action.

Done when: You have named today's at-risk and declining drivers, and each one has coaching assigned or a conversation planned.

IF SOMETHING IS WRONG

- A driver shows a red Blocked badge: they have overdue coaching and cannot be scheduled until they acknowledge it.
- An amber row says coaching is paused because a video is unavailable: replace the video in the Coaching Library, or coaching for that module stops.
- A driver is at risk but not on the leaderboard: the leaderboard only shows drivers with at least one scored event.

KEEP A RECORD

The Overview saves nothing itself. The record is the coaching or the event you create for each driver you act on.

5

Coach the drivers whose score is falling

Weekly

Where Scorecard · Overview **Who** Owner or Manager

WHY THIS STEP MATTERS

A falling score is a conversation that has not happened yet. A module teaches the rule, but a short talk finds the cause: a new route, a van, a habit or something outside work. Recording both keeps the driver's record fair and complete.

HOW TO DO IT

1. In the **Biggest Declines** card, set the window to the week you are reviewing.
2. Click **Assign Coaching** on each driver's row, or assign a module from the event on the Events ledger.
3. If you saw something that is not in Amazon's files, log it with **+ Log Manual Event**: pick the **Associate** and **Standard**, set the **Event Date**, write what was seen and click **Save Event**.
4. Talk to the driver: what happened, what the standard is and what changes now.
5. After the talk, open **Events**, then **Completed**, and tick the driver's conversation box.

WHAT TO CHECK

- Each declining driver has a module assigned or completed this week.
- Each conversation is ticked on the Completed tab.
- A driver with a Repeat chip gets a different approach, not the same module again.

Done when: Every driver on the declines card has coaching assigned, and every conversation is ticked on the Completed tab.

IF SOMETHING IS WRONG

- The toast asks you to pick an associate or a standard: fill in the missing field.
- A Repeat chip shows: the driver repeated the same mistake within 30 days of finishing its coaching. Talk to them before assigning the same module.
- Coaching stays Awaiting Acknowledgement: the driver passed the quiz but has not acknowledged, so it is still open and can still go overdue.

KEEP A RECORD

The event, the coaching, the acknowledgment and the conversation tick all stay on the driver's record.

8. The three numbers to watch

Read these numbers on the cadence in the rhythm table. Each one tells you whether the procedure is working.

NUMBER	WHAT IT TELLS YOU	ACT WHEN
At risk	Active drivers whose net score sits in a tier marked at risk, right now.	Anyone is on it: coach them or talk to them this week.
Completion	Coaching finished, meaning watched, passed and acknowledged, against coaching created in the window.	It falls: chase the open coaching on the Events Open tab.
Repeat rate	How often a driver repeats the same mistake within 30 days of finishing its coaching.	It rises: the coaching is not working. Talk to the drivers and rework the module.

9. Common mistakes

MISTAKE	WHY IT HURTS	DO THIS INSTEAD
Waiting for the weekly Scorecard to review drivers.	The mistakes behind it are days old and often repeated.	Import Amazon's files and read the Overview every day.
Running imports without resolving skipped rows.	Real mistakes never become events, so nobody is coached.	Clear Issues To Resolve before every run.
Leaving standards unpaired.	The same mistake repeats with no coaching at all.	Pair a module to every standard that takes points off.
Scoring only mistakes.	Drivers see the system as punishment and stop caring.	Give positive points for the work you want more of.
Reading the at-risk list without acting on it.	The list grows and the tier drops anyway.	Give every at-risk driver coaching or a conversation this week.
Changing points to react to one bad week.	Past events keep their old points, so the change only muddles the record.	Set points once, and change them only when the rule itself changes.

10. When to escalate

- A driver stays at risk after coaching and a conversation: follow the SOP Risk mitigation.
- An import keeps skipping rows for the same value: the manager maps the value to a standard or creates the missing standard.

- A whole category keeps losing points: the owner and manager review the standards and the coaching for that category.
- Amazon's Scorecard shows something your numbers did not: find the file that was not imported, and add it to the daily routine.

11. Printable checklists

Print this page and pin it where the work happens. Tick each line and initial it. Keep the sheet with the day's records.

Every day

Date or week of: _____ Checked by: _____

TASK	DONE BY
☐ Netradyne file imported, issues resolved	
☐ DSB file imported	
☐ CDF file imported	
☐ DVIC file imported	
☐ No batch left in Needs Review	
☐ No deduction from today without coaching	

Every morning

Date or week of: _____ Checked by: _____

TASK	DONE BY
☐ At Risk and Shift Blocked read	
☐ At-risk drivers have coaching or a talk planned	
☐ Biggest Declines read	
☐ Blocked drivers told what to finish	

Every week

Date or week of: _____ Checked by: _____

TASK	DONE BY
☐ Biggest Declines set to the week	
☐ Coaching assigned to each declining driver	
☐ Conversations held and ticked on Completed	
☐ Repeat chips reviewed	
☐ Scorecard compared with your numbers	

12. Terms used in this SOP

TERM	MEANING
Scorecard	Amazon's weekly performance report for your DSP.
Netradyne	The in-van camera system behind most safety events.
DSB	Delivery Success Behaviors: the delivery habits Amazon scores, such as delivering far from the drop point.
CDF	Customer Delivery Feedback: what customers say about their deliveries.
DVIC	The vehicle inspection before and after each trip.
Standard	A rule you score drivers on, with negative or positive points.
Event	One time a standard happened for a driver, with its points stamped on it.
Net score	The sum of a driver's event points.
Performance tier	A named band over the net score, such as Excellent or At Risk.
At risk	Drivers in a tier you marked as at risk.
Preset	A saved import mapping, so the next file of the same kind is one click.
Module	A video and a quiz that coach one standard.
Acknowledgment	The driver's confirmation that closes the coaching.
Void	Removing an event from the score while keeping it on record.

13. Related SOPs

- Automated coaching: ultimatedsp.com/knowledge/automated-coaching
- Risk mitigation: ultimatedsp.com/knowledge/risk-mitigation
- Get Fantastic+: ultimatedsp.com/knowledge/get-fantastic-plus

About this SOP

Written by an Amazon DSP that runs these procedures every day, using the pages of Ultimate DSP. Amazon's program policies, your DSP agreement and the law come first: where they differ from this SOP, follow them. Page names and on-screen labels match Ultimate DSP as of September 2026. The latest version is online at ultimatedsp.com/knowledge/performance-tracking.