

STANDARD OPERATING PROCEDURE

How to coach every Amazon DSP driver, automatically.

Five steps that turn coaching from a text nobody opens into a video, a quiz and a recorded acknowledgment, assigned by the mistake itself and finished before the driver's next shift.

PORTALS	Scorecard, Scheduling, Ultimate DA
ROLES	Owner, Manager, Dispatcher
HOW OFTEN	Once, Every morning, As needed, Monthly
PAGES USED	Coaching Library, Standards, Events, Schedule, Associates, Ultimate DA
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READ ONLINE	ultimatedsp.com/knowledge/automated-coaching

What this SOP fixes

- Coaching is a text the driver never opens.
- Nobody can tell if the driver understood it.
- There is no record that the coaching happened.
- Coaching waits until a manager finds the mistake.
- Drivers put coaching off for days.

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 makes every mistake coach itself, and makes sure the coaching gets finished. Each kind of mistake gets a module: a video for the information, a quiz to make sure the driver took it in and an acknowledgment to keep the record. The event assigns it, the chase list gets it finished, and the schedule gate stops a driver who ignores it.

It is written for the owner and manager who build and maintain the modules, and the dispatcher who chases coaching every morning. Drivers complete their coaching in Ultimate DA, the free driver app.

This SOP covers

- Building a module for every kind of mistake and pairing it with its standard.
- Chasing coaching due today, every morning.
- Keeping drivers with overdue coaching off the schedule.
- Using the acknowledgment record when a driver disputes coaching.
- Reworking modules with low quiz scores.

It does not cover

- Importing the events that trigger coaching. That is the SOP Performance tracking.

- Decisions on drivers who stay at risk. That is the SOP Risk mitigation.
- Employment law and formal discipline. Take advice from your employment lawyer.

2. Why this matters

Most DSP coaching is a text, a quick word at the van or nothing at all. None of it proves the driver understood, and none of it leaves a record. Five gaps follow:

THE PROBLEM	WHAT IT COSTS YOU
Coaching is a text the driver never opens	Nothing changes on the road, and nobody knows it was ignored.
Nobody can tell if the driver understood it	The same mistake comes back, because the lesson never landed.
There is no record that the coaching happened	A disputed coaching is your word against the driver's.
Coaching waits until a manager finds the mistake	Days pass, and the mistake repeats before anyone speaks to the driver.
Drivers put coaching off for days	The coaching loses its link to the mistake, and the driver keeps driving the same way.

3. What good looks like

- Every kind of mistake has its own module: a video to explain it, a quiz to check it and an acknowledgment to record it.
- Coaching is assigned by the event itself, the moment it is imported or logged.
- Coaching due today is chased every morning, before drivers leave the station.
- Drivers with overdue coaching are not on the schedule.
- Every finished coaching has an acknowledgment on file, ready if a driver disputes it.
- Modules with low quiz scores are reworked every month.
- Every driver hears the same lesson for the same mistake.
- Coaching is finished before the driver's next shift.
- Every coaching has a record that holds up in a dispute.

4. Roles and responsibilities

ROLE	WHAT THEY OWN IN THIS SOP
Owner	Owns the modules and the acknowledgment statement, and uses the record in disputes.
Manager	Builds and pairs modules, chases coaching, clears blocked shifts and reviews quiz scores every month.
Dispatcher (Operations)	Chases coaching every morning with reminders and calls, and clears blocked drivers' shifts. Can preview modules but not edit them.
Sub Admin	Has the same rights as the Owner on these pages.
Driver	Watches the video, passes the quiz and acknowledges in Ultimate DA, before the due date.

5. Before you start

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

TASK
☐ Put every driver on the roster and set them Active.
☐ Invite every driver to Ultimate DA from their record, so they can acknowledge coaching.
☐ Make sure events arrive every day, from imports or logged by hand.
☐ Write your acknowledgment statement in plain words, and have your employment lawyer check it.
☐ Decide how time spent on coaching is recorded and paid.

6. The rhythm

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

WHEN	WHAT	WHO	WHERE
Once, then for every new standard	Build a module and pair it, with auto coach on	Owner or Manager	Coaching Library, Standards
Every morning	Remind or call every driver with coaching due today or awaiting acknowledgment	Dispatcher or Manager	Events

WHEN	WHAT	WHO	WHERE
Every morning	Clear shifts held by blocked drivers and cover them	Dispatcher or Manager	Schedule
When a driver disputes	Pull and export the acknowledgment record before replying	Owner or Manager	Associates
Every month	Rework modules with low quiz scores or rising repeats	Owner or Manager	Coaching Library, Events

7. The procedure, step by step

Five steps: one to set up, two every morning, one when a driver disputes coaching and one every month. Each step names who does it, how often and the page it runs on.

1 Give every kind of mistake its own video and quiz

Once

Where Scorecard · Coaching Library **Who** Owner or Manager

WHY THIS STEP MATTERS

The video gives the driver the information, the quiz makes sure they took it in, and the acknowledgment keeps the record. One module per mistake means every driver hears the same lesson in the same words, whoever is on shift.

HOW TO DO IT

1. Open Scorecard, then **Coaching Library**, and the **Videos** tab. Click **+ Add Video**, drop in an MP4 or paste a YouTube or Vimeo link, set the title and category, and click **Add Video**.
2. Open **Quizzes** and click **+ New Quiz**. Write the questions, mark the correct answers, set the pass mark and click **Save Quiz**.
3. Open **Modules** and click **+ New Module**. Name it, pick the video and the quiz, write the description and the acknowledgment statement, and click **Save Module**.
4. Switch the module to **Active**, because new modules start inactive. Use **Preview** to test it: a preview writes no record.
5. On **Standards**, open the row menu, click **Pair Module**, pick the module and the days to finish it, then turn on **Auto**.
6. If an amber banner says some standards have no coaching, click **Fix in Standards** and pair the rest.

WHAT TO CHECK

- Every module has exactly one video and one quiz.
- Standards Without Module reads zero.
- The acknowledgment statement says, in plain words, what the driver is confirming.

Done when: Standards Without Module reads zero, and every module you built is active and paired.

IF SOMETHING IS WRONG

- A module shows Draft and will not switch on: attach both a video and a quiz first.
- A video shows Unavailable and its module shows Paused: the link is broken, so no new coaching goes out. Use **Replace Source**.
- A quiz will not save: mark at least one correct answer on every question.
- **Auto** is disabled on the standard: pair a module first.

KEEP A RECORD

Each module keeps its video, its quiz, its statement and the standards it is paired with.

2

Chase coaching that is due today

Every morning

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

WHY THIS STEP MATTERS

Drivers put coaching off. The product tells them when coaching is assigned and again on the due day, but a word from dispatch before the wave leaves is what gets it done today, and keeps the driver off the blocked list tomorrow.

HOW TO DO IT

1. Open Scorecard, then **Events**, and the **Open** tab.
2. Read **Open Coaching**, **Overdue**, **Due Today** and **Shift Blocked**.
3. Click **Filters**, choose the statuses **Due Today** and **Awaiting Acknowledgement**, and click **Apply**.
4. Click **Remind** on each row, or call from the row's green call icon.
5. For several drivers, tick the rows and click **Send Reminder**.
6. Extend a due date only for a real delay, such as sickness or a broken phone: use **Extend Due Date** and give the reason.
7. If you coached a driver in person, an Owner or Sub Admin can close it with **Mark Completed Manually** and the reason.

WHAT TO CHECK

- No row due today still shows Never under Last Reminded.
- Rows awaiting acknowledgment were reminded, because they are still open.
- Every extension has a real reason.

Done when: Every driver with coaching due today has been reminded, before the start-up meeting.

IF SOMETHING IS WRONG

- A row shows Overdue · Blocked: the driver cannot be scheduled until they acknowledge. Call them now.
- The driver's app status reads not invited or invited: they cannot acknowledge yet. Invite them to Ultimate DA from their record.
- The toast asks for a reason of at least five characters: write the reason for the change.

KEEP A RECORD

Every reminder is logged on the driver's Inbox timeline, and the chase list shows when each driver was last reminded.

3

Keep drivers with overdue coaching off the schedule

Every morning

Where Scheduling · Schedule **Who** Manager or Dispatcher

WHY THIS STEP MATTERS

Overdue coaching blocking the next shift is what gets coaching finished. But a block that starts after the week was built does not remove the shift on its own. Clearing those shifts every morning keeps the rule real.

HOW TO DO IT

1. Open Scheduling, then **Schedule**, and find the rows with a red **Blocked** badge.
2. Click the **Issues** chips to show only the drivers affected.
3. Click the blocked driver's shift, then **Delete** and **Confirm delete**, or remove it from the shift chip.
4. Drag the open shift from **UNASSIGNED** onto an eligible driver.
5. If the driver was already rostered for that day in Amazon's system, take them off there too.
6. On **Auto Schedule**, the coaching gate row names the blocked drivers, and after a run they show as Blocked in Skipped DAs.

WHAT TO CHECK

- No shift chip carries a red ring.
- The Export button shows no red badge.
- Every removed shift is covered by another driver.

Done when: No blocked driver holds a shift, and no hard issues are left on Schedule.

IF SOMETHING IS WRONG

- A drop onto a blocked driver is refused: that is the gate working. Pick another driver.
- Export asks you to confirm exporting with hard violations: fix them instead of exporting anyway.

- The driver says they finished but still shows Blocked: check Events. A passed quiz without an acknowledgment is still open.

KEEP A RECORD

The blocked reason shows on the driver's row, and the week's changes are kept in Schedule's log.

4

Pull the acknowledgment record when a driver disputes coaching

As needed

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

WHY THIS STEP MATTERS

Without a record, a disputed coaching is your word against the driver's. The acknowledgment is written once and cannot be edited, and it holds the statement, the time, the quiz score and the event. That turns an argument into a fact.

HOW TO DO IT

1. Open Scorecard, then **Associates**, and open the driver.
2. In Coaching and Acknowledgements, search for the module or the standard and click the row to expand it.
3. Read who acknowledged and when, the statement text, the event behind it and the station receipt.
4. Click **Export** and choose **Excel** or **PDF**.
5. Or open **Events**, then **Completed**, and click **View Acknowledgement** on the row.
6. Keep the exported record in the driver's locked personnel file.

WHAT TO CHECK

- The record names the module, the standard and the event date.
- The quiz score and the number of attempts are shown.
- A manual completion is clearly marked as having no driver acknowledgment.

Done when: You have the driver's acknowledgment record in front of you, or exported, before the conversation.

IF SOMETHING IS WRONG

- The card says there is no acknowledgment yet: the assignment is still open, and the driver has not finished it.
- The row was completed manually: there is no driver acknowledgment. Your record is the reason written when it was closed.
- The export toast reads last 90 days: check that the coaching you need is in the file.

KEEP A RECORD

The acknowledgment is written once and cannot be edited or deleted. A void or a cancellation strikes it through, and it stays on record.

5**Rework modules with low quiz scores**

Monthly

Where Scorecard · Coaching Library **Who** Owner or Manager**WHY THIS STEP MATTERS**

A quiz most drivers fail is teaching nothing, and a quiz everyone passes while the same mistake keeps coming back is testing the wrong thing. A monthly rework keeps the coaching tied to what actually changes behavior on the road.

HOW TO DO IT

1. Open Scorecard, then **Coaching Library**, and the **Quizzes** tab. Compare **AVERAGE SCORE** with **PASS MARK**.
2. On **Modules**, read **COMPLETION** for each module.
3. Open **Events**, then **Completed**, filter by module, and read **Average Quiz Score** and the Repeat chips.
4. Click a quiz to rewrite its questions or change the pass mark, and click **Save Quiz**.
5. Click a module to swap the video or the quiz, or rewrite the description, and click **Save Module**.
6. To test a new version, **Duplicate** the module, then move the standard to it with **Replace Module**.

WHAT TO CHECK

- Quizzes with a low average have been rewritten, or you know why the score is low.
- Modules with a rising repeat rate have a new video or new questions.
- No module you rely on shows amber completion.

Done when: Every module with a low average score or a rising repeat rate has been reworked, or deliberately left as it is.

IF SOMETHING IS WRONG

- **COMPLETION** is amber: fewer drivers finish than should. Check the video length and the days given to finish.
- Scores are high but repeats keep rising: drivers pass without changing. Make the questions about real situations on the road.
- A quiz cannot be deleted because a module uses it: edit it instead, or replace it in the module first.

KEEP A RECORD

Past quiz scores and open coaching keep the content they were given. Your changes apply from the next attempt.

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
Completion	Coaching finished, meaning watched, passed and acknowledged, against coaching created.	It drops: chase due-today coaching harder, and check which modules drivers stall on.
Shift blocked	Drivers who cannot be scheduled because their coaching is overdue.	It stays above zero: call those drivers and clear their shifts.
Average quiz score	The average quiz result across finished coaching.	It falls for one module: rework that module's quiz or video.

9. Common mistakes

MISTAKE	WHY IT HURTS	DO THIS INSTEAD
Coaching by text message.	Nobody knows if it was read or understood, and there is no record.	Assign a module with a video, a quiz and an acknowledgment.
Building modules and never switching them on.	New modules start inactive, so nothing is ever assigned.	Switch each module to Active and pair it.
Closing coaching manually to save time.	The record shows no driver acknowledgment.	Close manually only after coaching the driver in person.
Leaving blocked drivers on shifts placed earlier.	The block means nothing, and the coaching never gets finished.	Clear blocked drivers' shifts every morning.
Answering a coaching dispute from memory.	It becomes your word against the driver's.	Pull and export the acknowledgment record first.
Never looking at quiz scores.	Confusing modules keep failing drivers and teaching nothing.	Rework low-scoring modules every month.

10. When to escalate

- A driver refuses to finish coaching: the assignment stays open, goes overdue and blocks their shifts. The manager talks to them before the next week is built.
- A driver disputes a record that shows a clear acknowledgment: the owner goes through it with the driver and keeps the export.
- A module keeps a low score after rework: the owner replaces the video or the whole module.
- A video link breaks and coaching pauses: the manager replaces the source the same day.

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 morning

Date or week of: _____ Checked by: _____

TASK	DONE BY
☐ Open tab read: Open Coaching, Overdue, Due Today, Shift Blocked	
☐ Due today and awaiting acknowledgment reminded	
☐ Overdue drivers called	
☐ Blocked drivers' shifts removed and covered	

Every month

Date or week of: _____ Checked by: _____

TASK	DONE BY
☐ Quiz average scores compared with pass marks	
☐ Module completion checked	
☐ Repeat chips reviewed by module	
☐ Low-scoring modules reworked	
☐ Standards Without Module at zero	

12. Terms used in this SOP

TERM	MEANING
Module	One video and one quiz that coach one kind of mistake.
Auto coach	The standard setting that assigns its module on every new mistake.
Assignment	A module given to one driver, with a due date.
Acknowledgment	The driver's confirmed tap, after passing the quiz, that closes the coaching and keeps the record.
Acknowledgment statement	The words the driver confirms, set on the module.
Awaiting Acknowledgement	The quiz is passed but not acknowledged, so the coaching is still open.
Blocked	A driver with overdue blocking coaching, who cannot be scheduled until they acknowledge.
Mark Completed Manually	Closing coaching without a driver acknowledgment, with a reason, after coaching in person.
Person-level assignment	Coaching assigned by hand, with no event behind it.
Repeat	The same driver breaking the same standard within 30 days of finishing its coaching.

13. Related SOPs

- Get Fantastic+: ultimatedsp.com/knowledge/get-fantastic-plus
- Performance tracking: ultimatedsp.com/knowledge/performance-tracking
- Risk mitigation: ultimatedsp.com/knowledge/risk-mitigation

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/automated-coaching.