

STANDARD OPERATING PROCEDURE

How to get Fantastic+ on the Scorecard, week by week.

Four steps behind a Fantastic+ Scorecard: coaching on every mistake the moment it lands, coaching that actually gets finished, the work going to your best drivers, and a weekly fix for the weakest category.

PORTALS	Scorecard, Scheduling, Ultimate DA
ROLES	Owner, Manager, Dispatcher
HOW OFTEN	Once, Daily, Weekly
PAGES USED	Standards, Coaching Library, Events, Auto Schedule, Overview
UPDATED	September 2026
READ ONLINE	ultimatedsp.com/knowledge/get-fantastic-plus

What this SOP fixes

- Weak drivers still get shifts and drag the score down.
- Mistakes go uncoached, so they happen again.
- Drivers hear about a mistake a week later, if at all.
- Coaching gets sent, but never finished.
- One weak category holds the whole score down.

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.

Contents

1. Purpose and scope 2

2. Why this matters 3

3. What good looks like 3

4. Roles and responsibilities 3

5. Before you start 4

6. The rhythm 4

7. The procedure, step by step 5

8. The three numbers to watch 9

9. Common mistakes 9

10. When to escalate 9

11. Printable checklists 10

12. Terms used in this SOP 11

13. Related SOPs 11

1. Purpose and scope

This SOP is the method behind a Fantastic+ Scorecard: performance-based scheduling, so the good drivers get the work, and coaching on every mistake, delivered the moment the event is known and finished before the driver drives again.

It is written for the owner and manager who set up the coaching and build the schedule, and the dispatcher who chases coaching every day. Amazon decides the tier. This SOP controls what drivers do on the road, which is what the tier is built from.

This SOP covers

- Pairing every standard that takes points off with a coaching module.
- Chasing coaching every day before it goes overdue.
- Building next week's schedule from the best-ranked drivers.
- Working on the category losing the most points, every week.

It does not cover

- Importing Amazon's files every day. That is the SOP Performance tracking.
- Building the coaching modules. That is the SOP Automated coaching.

- Scorecard items drivers do not control, such as compliance status, beyond noting them.
- Disputing Amazon's Scorecard data.

2. Why this matters

Fantastic+ is decided by what every driver does on every route. Most DSPs fall short for the same five reasons:

THE PROBLEM	WHAT IT COSTS YOU
Weak drivers still get shifts	Every route they run is another chance to lose points.
Mistakes go uncoached	The same mistake repeats every week, and the category keeps bleeding points.
Drivers hear about a mistake a week later	The driver cannot connect the coaching to what they did.
Coaching gets sent, but never finished	Nothing is learned, and the record shows coaching that never happened.
One weak category holds the score down	Good work everywhere else does not lift the overall result.

3. What good looks like

- Every standard that takes points off has a coaching module, with auto coach on.
- Coaching reaches the driver the moment the event is imported or logged.
- No coaching goes overdue without a reminder or a call first.
- The best-ranked drivers fill next week's shifts first, and drivers with overdue coaching are not scheduled.
- The category losing the most points gets worked on every week.
- The drivers who protect your score get the most work.
- Every mistake is coached while it is still fresh, and the coaching gets finished.
- Every week, the weakest category has a plan.

4. Roles and responsibilities

ROLE	WHAT THEY OWN IN THIS SOP
Owner	Owns the method, runs the weekly category review and decides on drivers who do not improve.

ROLE	WHAT THEY OWN IN THIS SOP
Manager	Pairs modules and turns on auto coach, chases coaching, completes in-person coaching and builds the schedule.
Dispatcher (Operations)	Chases coaching every day with reminders and calls, and can run Auto Schedule. Cannot pair modules or mark coaching complete.
Sub Admin	Has the same rights as the Owner on these pages.
Driver	Gets coaching on their phone the moment it is assigned, and finishes it to stay on the schedule.

5. Before you start

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

TASK
☐ Run the SOP Performance tracking, so events come in every day.
☐ Build a coaching module for every mistake you score, in the Coaching Library.
☐ Import the driver roster with start dates and qualifications.
☐ Set up the shift templates, needs and hours rules in Auto Schedule.
☐ Keep driver availability current, so the schedule only uses drivers who can work.

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	Pair a module and turn on auto coach	Manager	Standards
Every day	Remind or call every driver with coaching due today or awaiting acknowledgment	Dispatcher or Manager	Events
Every week	Build next week ranked by Scorecard net score	Manager or Dispatcher	Auto Schedule

WHEN	WHAT	WHO	WHERE
Every week	Find the category losing the most points and act on it	Owner or Manager	Overview
Every week	Take the category plan to your weekly performance review with the station	Owner	Your review notes

7. The procedure, step by step

Four steps: one to set up, one every day and two every week. They depend on events coming in every day, so run the SOP Performance tracking alongside this one.

1 Pair every standard with a module, and turn on auto coach

Once

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

WHY THIS STEP MATTERS

Coaching every mistake, every time, is only possible if the product does it for you. A standard with no module lets the mistake through in silence. Pairing once is what makes every future mistake coach itself.

HOW TO DO IT

1. Open Scorecard, then **Standards**, and look for amber **Not paired** in the Paired Module column.
2. In the row menu, click **Pair Module**, pick the module, set the days to finish it and save.
3. Click the row's Auto Coach pill so it turns blue. Pairing leaves auto coach off until you turn it on.
4. Do this for every standard that takes points off. Positive standards need no coaching.
5. When a module needs changing, use **Replace Module**. The change applies to new events only.

WHAT TO CHECK

- The Coaching Paired and Auto Coach On counts match the number of negative standards you use.
- Every paired row shows its days to finish in the Due column.
- Events imported before the pairing were given coaching by hand where needed.

Done when: No standard that takes points off shows Not paired, and auto coach is on for each of them.

IF SOMETHING IS WRONG

- The Auto Coach pill will not turn on and says to pair a module first: pair it, then turn it on.
- The toast says the module is paired and auto coach stays off: click the Auto Coach pill.
- The standard is inactive: it scores nothing and coaches nothing. Turn it on if you use it.

- Events imported before the pairing have no coaching: assign it by hand on Events.

KEEP A RECORD

Each standard's row shows its paired module, its auto coach setting and its days to finish, in one place.

2

Chase coaching before it goes overdue

Daily

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

WHY THIS STEP MATTERS

Coaching that is sent but never finished teaches nothing. The driver is told automatically when coaching is assigned and again on the due day, and overdue coaching blocks their next shift. Your daily chase is what turns that pressure into finished coaching instead of lost shifts.

HOW TO DO IT

1. Open Scorecard, then **Events**, and the **Open** tab.
2. Read **Open Coaching**, **Overdue**, **Due Today** and **Shift Blocked**.
3. Filter to **Due Today** and **Awaiting Acknowledgement**.
4. Read Due and Last Reminded. Click **Remind** on each row, or call the driver from the row.
5. For several drivers, tick the rows and click **Send Reminder**.
6. If there is a real delay, such as sickness, click **Extend Due Date** and give the reason.
7. If you coached a driver in person, an Owner, Sub Admin or Manager can click **Mark Completed Manually** and give the reason.

WHAT TO CHECK

- No row shows Never under Last Reminded on its due day.
- Awaiting Acknowledgement rows were reminded: a passed quiz is not finished coaching.
- Every extended due date has a real reason.

Done when: Nothing on the chase list went overdue without a reminder or a call first.

IF SOMETHING IS WRONG

- A row shows Overdue · Blocked in red: the driver cannot be scheduled until they acknowledge. Call them today.
- The toast asks for a reason of at least five characters: write the reason for the change.
- A manual completion shows no driver acknowledgment: that is correct. Use it only when you coached the driver in person.

KEEP A RECORD

Every reminder is logged on the driver's Inbox timeline, and every finished coaching shows the acknowledgment with the driver's name and the time.

3

Give next week's shifts to your best-ranked drivers first

Weekly

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

WHY THIS STEP MATTERS

Every route a weak driver runs is another chance to lose points. Performance-based scheduling gives the most work to the drivers who earn it, and the coaching gate keeps anyone with overdue coaching off the road. Together they are the core of the method.

HOW TO DO IT

1. Open Scheduling, then **Auto Schedule**, and pick the **Target week**.
2. In Needs, set the head count for each shift template and day.
3. In Rules, under Ranking, set **Ranking source** to **Scorecard net score** and choose the **Score window**.
4. Read the coaching gate row. It is always on, and it names the blocked drivers.
5. In Excluded DAs, add drivers who should not be scheduled, such as new hires still training, with a reason.
6. Check Coverage review, then click **Run Auto Schedule**. If a draft exists, keep manual shifts and swaps and click **Run and replace**.
7. On Result, read the assignment log and Skipped DAs, then click **Send to Schedule**.

WHAT TO CHECK

- Rank 1 is your strongest driver by score.
- Drivers with overdue coaching show Blocked in Skipped DAs.
- Every day is filled, or you know where the gaps are.

Done when: The run is complete, the top of the assignment log is your best-ranked drivers, and the draft is on Schedule.

IF SOMETHING IS WRONG

- A Needs cell is amber: fewer drivers are eligible than you need. Check availability, exclusions and blocks.
- Many good drivers show Blocked: coaching is going overdue. Chase it harder in step 2.
- The toast says the matrix is all zero: set the needs first.

KEEP A RECORD

Every run keeps its settings, every pick with its rank and score, and the reason for every skip.

4

Work on the category losing the most points

Weekly

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

WHY THIS STEP MATTERS

One weak category can hold the whole result down, however well drivers do everywhere else. Working on the biggest loser first is the fastest way to lift the overall score.

HOW TO DO IT

1. Open Scorecard. On the Overview, set the window to **Last week**.
2. In **Deductions and Bonuses by Category**, read the top row: it lost the most points.
3. Click that row to open its events, and see which standards and drivers are behind it.
4. In **Deductions by Category per Week**, check whether the loss is new or has been growing for weeks.
5. Make sure every standard in that category is paired with auto coach on (step 1), and chase its coaching (step 2).
6. Take the category and your actions to your weekly performance review with the station.

WHAT TO CHECK

- You know the category, its standards and its top drivers by points lost.
- Each of those standards has coaching paired.
- The category is shrinking in the weekly chart.

Done when: The category losing the most points has a plan, and its bar is shorter than the week before.

IF SOMETHING IS WRONG

- The Other bar is large: it groups several categories. Open the events to see which ones.
- The loss comes from something drivers do not control, such as a compliance item: coaching will not fix it. Fix the cause directly.
- Opening the events loses the week you picked: the Events ledger shows the last 30 days, so filter by category there.

KEEP A RECORD

The Overview saves nothing itself. Keep the category, the actions and the result in your weekly review notes.

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
Open coaching	Coaching assigned and not yet acknowledged, overdue included.	Overdue grows: chase every row due today before the day ends.
Shift blocked	Drivers who cannot be scheduled because their coaching is overdue.	It is above zero on schedule day: call them to finish before the run.
Worst category	The category with the biggest deduction in the week.	The same category leads two weeks running: review its standards and its coaching.

9. Common mistakes

MISTAKE	WHY IT HURTS	DO THIS INSTEAD
Pairing a module but leaving auto coach off.	Nothing is assigned, and the mistakes keep coming.	Turn auto coach on the moment you pair a module.
Letting coaching go overdue, then extending every due date.	The gate stops meaning anything, and the coaching never happens.	Remind on the due day, and extend only for a real reason.
Scheduling by seniority or availability alone.	Weak drivers keep running routes and losing points.	Rank by Scorecard net score.
Working on every category at once.	The effort spreads thin, and nothing moves.	Fix the category losing the most points first.
Marking coaching complete just to unblock a driver for a shift.	The driver drives without the coaching, and the record shows no acknowledgment.	Coach in person first, then mark it complete with the reason.
Expecting coaching to fix every loss.	Some losses are not driver behavior at all.	Fix causes such as a camera that is not working directly.

10. When to escalate

- A driver's coaching goes overdue twice in a month: the manager talks to them before the next schedule is built.

- The same category leads the losses for three weeks: the owner reviews its standards, its modules and the drivers behind it.
- Many drivers are blocked on schedule day: the manager checks whether the modules are too long or the due days too short.
- The Scorecard drops for reasons drivers do not control: the owner works on the cause directly, outside coaching.

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
☐ Open tab read: Open Coaching, Overdue, Due Today, Shift Blocked	
☐ Due Today and Awaiting Acknowledgement rows reminded	
☐ Drivers with overdue coaching called	
☐ Due dates extended only for a real reason	

Every week

Date or week of: _____ Checked by: _____

TASK	DONE BY
☐ No negative standard left Not paired	
☐ Auto Schedule ranked by Scorecard net score	
☐ Blocked drivers checked before the run	
☐ Draft sent to Schedule	
☐ Top losing category found and opened	
☐ Standards in that category paired and coached	

12. Terms used in this SOP

TERM	MEANING
Fantastic+	The top overall tier on Amazon's weekly Scorecard.
Standard	A rule you score drivers on.
Module	A video and a quiz that coach one standard.
Auto coach	The setting that assigns a standard's module on every new mistake.
Assignment	A module given to one driver, with a due date.
Awaiting Acknowledgement	The driver passed the quiz but has not acknowledged, so the coaching is still open.
Shift blocked	A driver with overdue coaching, who cannot be scheduled until they acknowledge it.
Ranking source	What Auto Schedule ranks drivers by. For this SOP, Scorecard net score.
Score window	How many days of events count toward the ranking.
Category	A group of standards, such as Safety or customer feedback.

13. Related SOPs

- Performance tracking: ultimatedsp.com/knowledge/performance-tracking
- Automated coaching: ultimatedsp.com/knowledge/automated-coaching
- 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/get-fantastic-plus.