



Rachel Akoth

Scenario:Delivery Manager

Rachel manages a team of 50+ delivery drivers during a high-volume Friday evening. She monitors operations across multiple zones, deals with sudden driver shortages, addresses customer complaints about delayed deliveries, redistributes resources to handle demand spikes, and generates performance reports for upper management.

Happy: 👍 Neutral: 🙄 Unhappy: 🙏

Goals & Expectations

- Maintain efficient delivery operations across all coverage areas
- Ensure adequate driver coverage during peak demand periods
- Respond promptly to operational issues and customer escalations

Stage1 :Morning Preparation

- Reviews previous day's performance metrics across all zones
 - Identifies trends and potential problem areas for the day
 - Checks weather forecast and local events that may impact delivery timing
- Communicates with area supervisors about staffing levels

Morning preparation with plans for efficient operations 👍

Stage2:Peak Period Management

- Monitors real-time dashboard showing driver locations and delivery statuses
 - Notices several delivery zones becoming understaffed as demand rises
 - Attempts to redistribute drivers but lacks clear visibility on who is available
- Manually contacts area supervisors to request resource reallocation

Managing multiple simultaneous issues without adequate tools 🙏

Stage3 :Resource Allocation

- Analyzes incoming order volume versus available drivers
- Makes decisions about incentive bonuses to attract more drivers to busy areas
- Implements emergency protocols for extreme demand periods

Moving on to next delivery opportunity 👍

Performance Monitoring

- Attempts to track driver performance metrics in real-time
- Compares current performance against historical data and targets
- Identifies drivers needing coaching or support based on metrics



End-of-Day Analysis

- Generates reports showing overall operational efficiency
 - Calculates key metrics including delivery time, driver utilization, and customer satisfaction
- Plans staffing adjustments for upcoming shifts based on day's learnings

Successfully addressing major issues despite challenges 🙄



Opportunities

- Implement AI-powered forecasting tool for demand prediction by zone and time
- Design real-time heat map showing driver-to-order ratios across all zones
- Develop centralized communication platform connecting restaurants, drivers, and management
- Design smart driver incentive system that automatically adjusts based on real-time needs
- Develop comprehensive dashboard with all KPIs in a single view
- Design automated report generation with customizable metrics and visualizations
- Implement continuous improvement tracking system for implemented solutions