

Problem Statement: Delivery Manager



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How might we provide managers like Rachel with better visibility and control over their delivery operations, enabling more efficient resource allocation and performance management?

Key Performance Indicators (KPIs)

1. Fleet Utilization Rate: Track the percentage improvement in driver and vehicle resource allocation efficiency.
2. Real-time Response Rate: Measure the average time taken to address operational challenges and make necessary adjustments.
3. Driver Retention Rate: Monitor the percentage of drivers retained over time as an indicator of effective management.

Key Learnings

- Delivery managers lack real-time visibility of drivers and operations, limiting their ability to make timely decisions and allocate resources effectively.
- Inefficient resource allocation during peak periods leads to understaffing, delivery delays, and reduced customer satisfaction.
- Complex scheduling and performance tracking systems create administrative burdens and reduce time available for strategic management.
- Communication gaps between managers, restaurants, drivers, and customers lead to coordination issues and inefficient delivery operations.

