2560 Product The Last Mile Is Not Yours

Product Fieldbook · https://kb.jeffreysummers.com/docs/2560-product-the-last-mile-is-not-yours/

The Demand

Before your next delivery order goes out, name exactly where your authority ends and your responsibility continues — the moment the bag leaves the pass. Identify which of the three delivery forms you are actually running: first-party, third-party, or hybrid, and name the specific piece of authority you traded for reach in that choice. Then decide one thing you will do this week to run the last mile as if it were yours, even though it is not.

The Work

Which delivery form are you running — First-Party, Third-Party, or Hybrid:

The exact point where your authority over the Guest's order ends:

What still remains your responsibility past that point — temperature, timing, condition, tone of handoff, recovery:

The piece of authority you traded for reach in your current delivery form:

Rate how much control you currently have over the driver, the route, and the platform relative to what you are held responsible for, 1-5:

The last delivery complaint or low rating — was it a kitchen problem or a last-mile problem:

The one change you will make this week to run the last mile like it is yours, even though authority says it is not: