

# Customer Satisfaction Monitoring Scorecard

Track the signals customers feel most intensely during shipping. Fill in your baseline, peak-season results, status, and action notes steps.

Green = On Track
  Yellow = Watch
  Red = Action Needed

Signal Category:	What to Track:	Segment By:	Baseline:	Peak:	Status:	Notes:
Delivery promise reliability	On-time promised date/window; late concentration by lane/zone	Carrier, service level, zone, lane				
First-attempt delivery success	First-attempt delivery rate; failed attempt reason codes; repeat attempts	Carrier, region, delivery type, address quality flags				
Exception response speed	Time to detect; time to first action; time to resolution by exception type	Exception type, carrier, client/account lane				
Communication quality	Proactive notification rate; time to customer-facing update; WISMO trend	Channel/client, carrier, exception type; marketplace vs DTC				
Proof-of-delivery & claims signals	Proof of delivery completeness; scan integrity; claims tied to POD gaps	Carrier, service level, delivery mode, signature requirements				