

Operational Performance



Making a sale is the name of the game, but that's not the end of it! Providing a great post-order experience is just as important. That's where your Operational Performance comes in.

What is Operational Performance?

Your Operational Performance helps you measure the quality of guest experience you offer after they have placed their order. If guests have received their orders on time and in perfect condition, then your performance metrics should be in a great place. This is why we measure your Operational Performance on Target Plus using the Order Defect Rate.



What's the Order Defect Rate?

Though you work hard to deliver joy to the guest, sometimes, you can slip up. It could be a cancellation because you have no inventory, or a late delivery.

Orders like these are considered “defective”. The Order Defect Rate (or ODR) measures how often your orders have such defects. It is calculated as the number of defective orders, divided by the total number of orders.



Types of Defective Orders

When we calculate your monthly ODR, we take into account only orders with specific defects that you can control and improve on. The four types of defects you need to know of are:



Late Delivery

When a guest places an order, they receive an Estimated Delivery Date (or EDD) for their items. When you receive this order, it will have the EDD and a Must Ship By Date (MSBD) to meet the EDD. This MSBD is calculated based on your building lead time and time in transit settings. It also accounts for weekends and dates closed so it's easy for you to meet.

Suppose you miss the MSBD, there's still hope. You can meet the EDD if you upgrade your shipping method. If, for some reason, you can't make the delivery on time, it counts as a late delivery. In this case, an updated delivery date is sent to the guest.



Cancellations

It can be disappointing for a guest to have their order cancelled, and we try our best to avoid this scenario. Although order cancellations can happen due to various reasons, you could avoid them with careful planning. All cancellations are initiated via your integrator account or direct API connection.



Returns

Returns are initiated by the guest. When they request for a return, they must cite a reason. Certain reason codes are considered the partner's responsibility, such as:

- Poor quality
- Arrived late (later than expected)
- Damaged upon arrival
- Defective
- Empty package
- Missing item/shipment
- Missing Parts
- Quality not as expected
- Wrong item



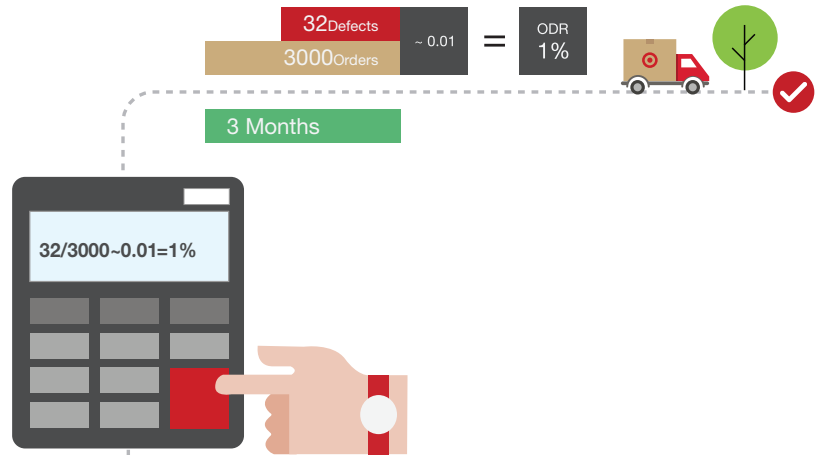
Guest Contact

We love it when guests understand what they are buying, and receive exactly what they had in mind. But sometimes, they have trouble receiving their order and reach out to our Target Guest Services. This can usually be avoided if product details are clear in the product description, and the post-order experience is easy. In order to make the order journey as seamless as possible, we track such guest contacts and try to reduce them so the shopping experience is great.

How ODR is calculated

Your ODR is a three month rolling average of all orders with a defect.

For example, your ODR on March 1st is the percentage of orders with defects from December 1st to March 1st.



How to keep track of your ODR

You can view your performance, overall ODR and a breakdown of defects in the Target Plus Marketplace Portal.

1

After you login, on the left hand navigation panel, select **Performance and Order Defect Rate**.

PERFORMANCE

- Order Defect Rate

ORDER DEFECT RATE

Important Changes: ODR is Based on Last 90 Days & Updated Daily

Order Defect Rate (ODR)

6.48%

LATE DELIVERIES: 5.22%

DEFECTIVE RETURNS: 2.34%

CANCELLATIONS: 0.13%

2

Order Defect Rate

Order Defect Rate (ODR)

Last 90 Days

6.48%  Non-compliant



ODR is not a sum of defect category percentages

ODR is calculated as defective orders divided by total number of orders in a time frame. It is not a sum because one order can belong to multiple defect categories. [Learn more about ODR.](#)

3

Order Defect Categories

You can also go into details of defects in your orders so you know exactly what went wrong and where you can improve.

Late Deliveries to Guests

LATE DELIVERIES
Most Defective

Last 90 Days

5.22% 



[VIEW DETAILS](#)

Order Cancellations

CANCELATIONS

Last 90 Days

0.13% 




[VIEW DETAILS](#)

Returns Due to Defects

DEFECTIVE RETURNS

Last 90 Days

2.34% 



[VIEW DETAILS](#)

Contacts Per Orders

DEFECTIVE CONTACTS

Last 90 Days

0.10% 



[VIEW DETAILS](#)

What to remember:

A low ODR means most guests are happy with the order they receive from you.

To maintain a low score and deliver orders without issues, it's best to:

- Keep an ongoing check on your orders in the Target Plus Marketplace Portal
- Ensure your order pipeline is up to date, and keep a close watch on your inventory

Remember, happy guests leave great reviews, which makes new ones more likely to buy from you!

