



Partner Explainer: On-demand service reporting update

January 2025

Agenda

1. Background & Benefits
2. What's new?
3. What's the impact?
 - a. Impact on reports
4. Next Steps

What's new?

We are improving timeliness reporting for on-demand rides.

Coming to you on Jan 26th, 2025

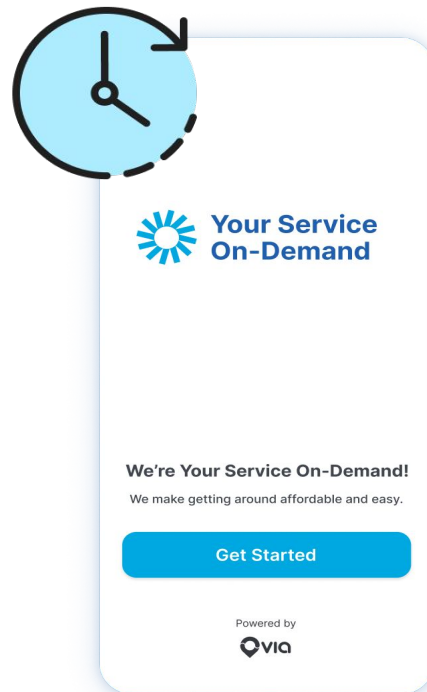
- **Today**, we use "On-time performance" to measure the timeliness of both on-demand and pre-booked rides.
- **Moving forward**, we will measure timeliness of on-demand and pre-booked rides through two distinct metrics:

- **"On-time performance" for pre-booked rides**

Did the driver arrive within the window promised to the rider?

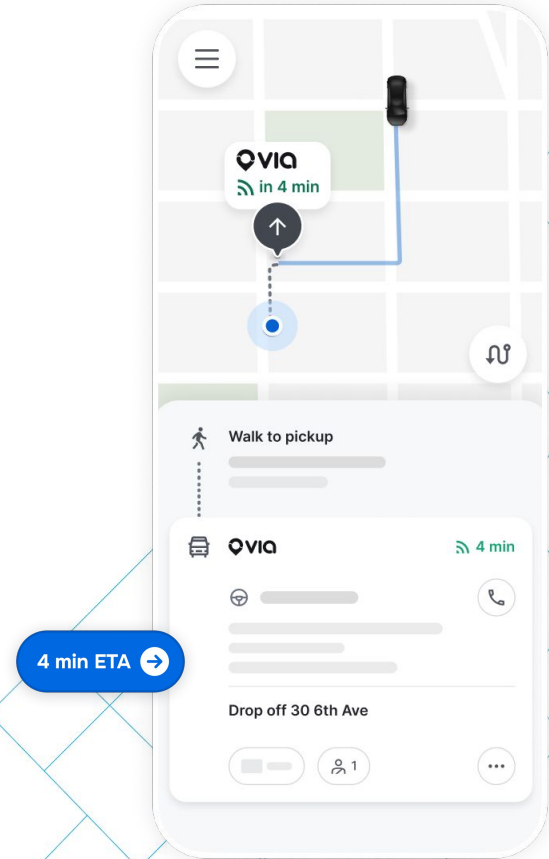
- **"ETA Deviation" for on-demand rides**

How many minutes difference was there between the ETA promised to the rider, and the actual ETA?



Why is “ETA Deviation” the better metric to measure timeliness for on-demand?

- When running a dynamic, on-demand service, riders get picked up ASAP and receive an exact ETA for their pickup
- Because riders receive an ETA, reporting on the difference between their ETA proposal and actual pickup time is the most accurate measure of timeliness
- **Note:** “On-time performance” reports will no longer be used for on-demand services because they focus on pick-up windows rather than exact ETA times, making them less accurate than “ETA Deviation” reports for on-demand



What's changing? What's the impact?

DDA, Looker, and VOC Reports

We've made 3 key improvements to how we report on timeliness.

These will show up in DDA, Looker and VOC reports.

- 1 We are removing on-demand rides from on-time performance reports. "On-time performance" reports will now solely reflect timeliness for pre-booked rides, only.
- 2 You will now use "ETA Deviation" to review timeliness of your on-demand rides. We've made improvements to this metric to make it more precise!
- 3 We have cleaned up key field names and added ETA related fields to more reports so reports are easier to understand.

On-Time Performance Reports

1. On-demand rides will be removed from “On-time performance” reports.

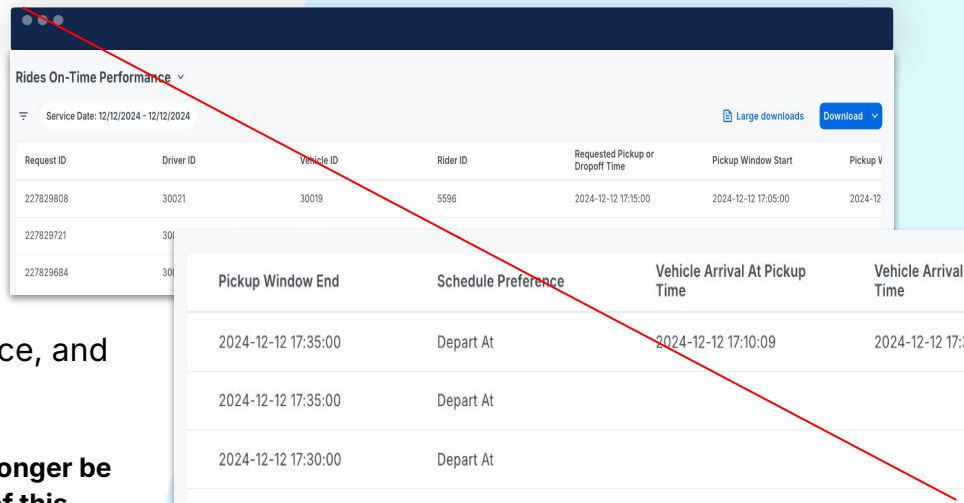
Benefit

Clearly understand timeliness of your pre-booked services without data from on-demand rides skewing results.

This change impacts the following reports:

Rides On-Time Performance, Daily On-Time Performance, and Driver On-Time Performance.

Note: “On-time performance” data for on-demand rides will no longer be available after January 26th, 2025. If you want to keep records of this data, download old reports before January 26th, 2025. You will still be able to access retrospective “ETA Deviation” data.



The screenshot shows a web interface for "Rides On-Time Performance". It includes a table with columns: Request ID, Driver ID, Vehicle ID, Rider ID, Requested Pickup or Dropoff Time, Pickup Window Start, and Pickup V. Below this is another table with columns: Pickup Window End, Schedule Preference, Vehicle Arrival At Pickup Time, and Vehicle Arrival Time. A red diagonal line is drawn across the entire screenshot.

Request ID	Driver ID	Vehicle ID	Rider ID	Requested Pickup or Dropoff Time	Pickup Window Start	Pickup V
227829808	30021	30019	5596	2024-12-12 17:15:00	2024-12-12 17:05:00	2024-12
227829721	30					
227829684	30					

Pickup Window End	Schedule Preference	Vehicle Arrival At Pickup Time	Vehicle Arrival Time
2024-12-12 17:35:00	Depart At	2024-12-12 17:10:09	2024-12-12 17:3
2024-12-12 17:35:00	Depart At		
2024-12-12 17:30:00	Depart At		

2. Use “**ETA Deviation**” to analyze your on-demand service timeliness.

Benefit

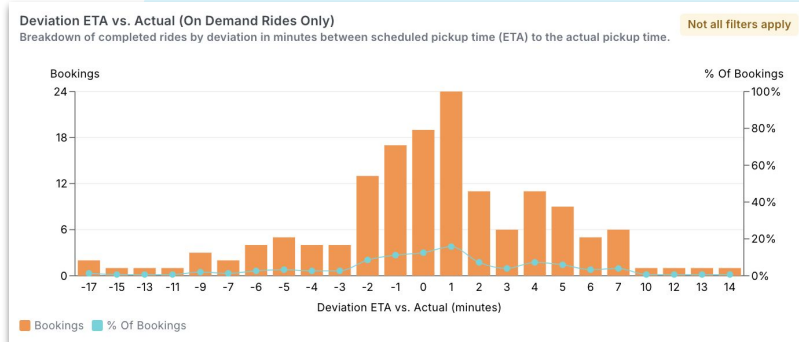
Timeliness of on-demand rides is shown through “ETA Deviation”. This isn’t a new metric, we simply made it better!

Metric improvements:

- Now using GPS arrival time instead of time of arrival SMS sent to riders (more accurate measure)
- You may see a ~1 min decrease to your “ETA Deviation” numbers retroactively due to this improvement

Access through these reports: Ride Requests Reports and Rider Experience Charts.

Rider Acceptance Rate	Pickup Time: Requested vs Scheduled (Min)
88.1%	4.7
Average Ride Duration (Min)	Average Ride Distance (Km/Miles)
16.8	9.9
On-Demand: Deviation ETA vs. Actual (Min)	Pickup Time: On Time Performance
0.3	84.6%



3. **Updated field names** in Ride Request Reports are easier to understand.

Benefit

Know what fields mean at a glance so you can analyze easily.

Please note:

You will see both the old and new fields in Ride Request Reports on Data Generator, DDA, Looker until March 9th, 2025. During this time, please update any external reports or processes to reference the new fields.

before

ON_DEMAND_PICKUP_ETA_TIME



after

ON_DEMAND_PROPOSED_PICKUP_TIME

Here are the 11 updated field names:

What is the field name today?	What is the new field name?
ON_DEMAND_PICKUP_ETA_TIME	ON_DEMAND_PROPOSED_PICKUP_TIME
ON_DEMAND_PICKUP_ETA	ON_DEMAND_PICKUP_ETA_MINUTES
VEHICLE_ARRIVAL_AT_PICKUP_TIME	VEHICLE_ARRIVAL_AT_PICKUP_TIME
PICKUP_LOCATION_ARRIVAL_TIME	VAN_IS_HERE_TIME
ON_DEMAND_PICKUP_ETA_DEVIATION_MINUTES	ON_DEMAND_PICKUP_ETA_DEVIATION_MINUTES
ORIGINAL_PLANNED_PICKUP_TIME	SCHEDULED_PICKUP_TIME_AFTER_SHIFT_ASSIGNMENT
ORIGINAL_PLANNED_DROPOFF_TIME	SCHEDULED_DROPOFF_TIME_AFTER_SHIFT_ASSIGNMENT
SCHEDULED_DROPOFF_TIME	SCHEDULED_DROPOFF_TIME_AFTER_SHIFT_ASSIGNMENT
LAST_PLANNED_PICKUP_TIME_BEFORE_PU_LOCAL, Last planned pickup time	LAST_PLANNED_PICKUP_TIME_BEFORE_PICKUP
LAST_PLANNED_DROPOFF_TIME_BEFORE_PU_LOCAL Last planned dropoff time	LAST_PLANNED_DROPOFF_TIME_BEFORE_PICKUP
LAST_PLANNED_TRIP_DURATION_MINUTES Last planned trip duration (min)	LAST_PLANNED_TRIP_DURATION_MINUTES_BEFORE_PICKUP

Next Steps

What are the next steps?

- As of **January 26th, 2025** you will access your on-demand timeliness data in these reports: Ride Requests Reports and Rider Experience Charts.
- **Reminder:** "On-time performance" for on-demand rides will no longer be available after **January 26th, 2025**. If you want to keep records of this data, download old reports before **January 26th, 2025**. You will still be able to access retrospective "ETA Deviation" data.
- **Reminder:** Be sure to update any reporting processes or queries that use the old field names by **March 9th, 2025**.

Thank you!