

Post Peak Experience Report

February 2026

Provided by DSPs for Equitable and Fair Treatment (DEFT)

<https://deft-us.com/>

Survey Background

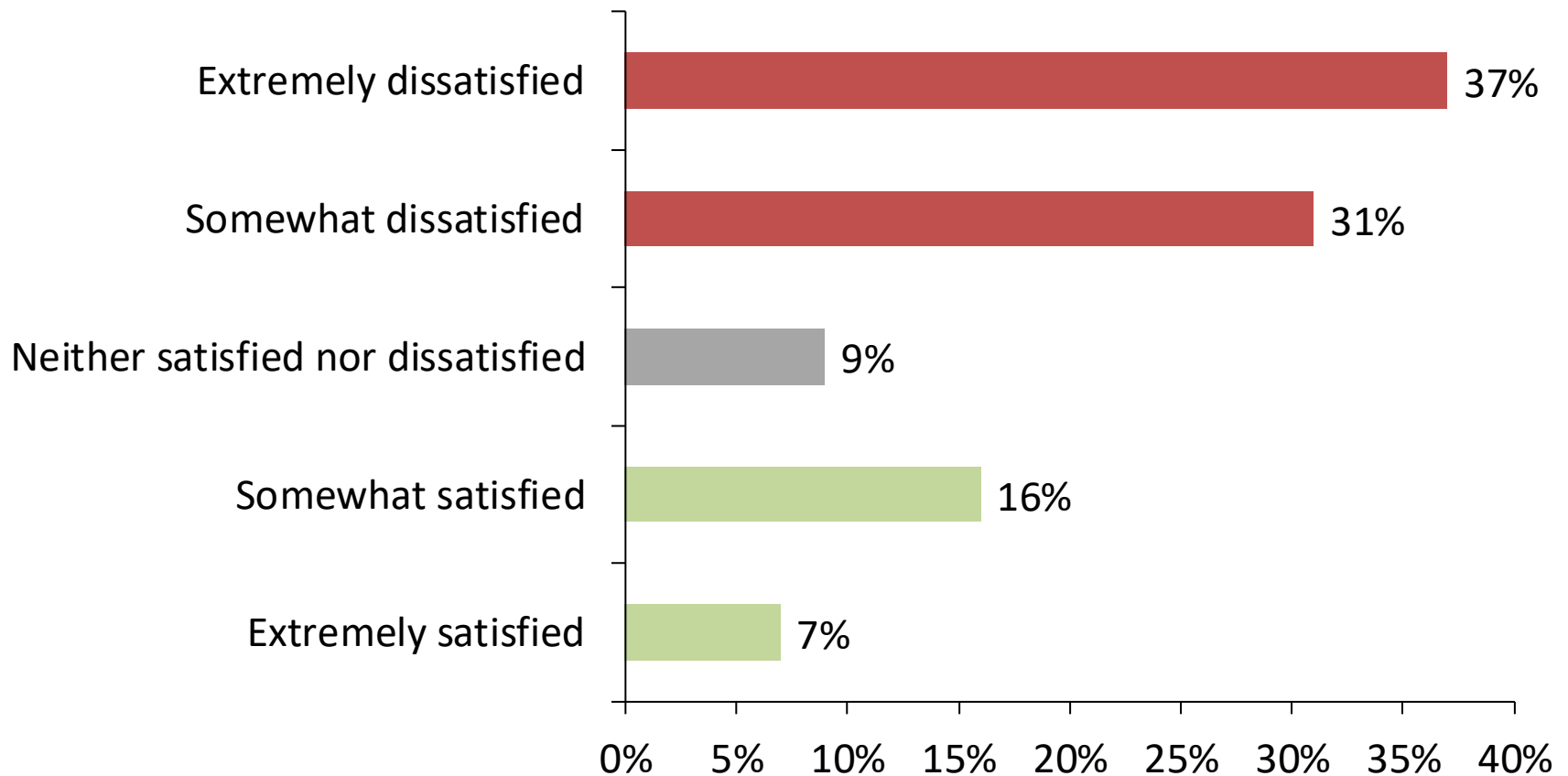
- DEFT's mission is to help improve the DSP program for all parties
- To provide transparency on the Peak experience, a brief survey was launched to highlight key issues and outcomes
- Participants were anonymous and allowed to answer the survey only once
- The survey was fielded between Jan 28th and Feb 6th
- A total of 191 DSPs provided their feedback

Summary Findings

- ❑ A majority of DSPs expressed dissatisfaction with Peak 2025 with concerns focused on safety, staffing, securing vehicles, and a lack of financial incentives
- ❑ Half of DSPs had ramp targets that exceeded 50% growth with large numbers of DSPs pushed to double and triple their baseline routes
- ❑ A large majority of DSPs experienced diminished scorecards during Peak – resulting in significant cost savings for Amazon at the expense of DSPs
- ❑ Half of DSPs reported lower net profits and / or net margins during Peak – adding financial pressure on top of operational challenges

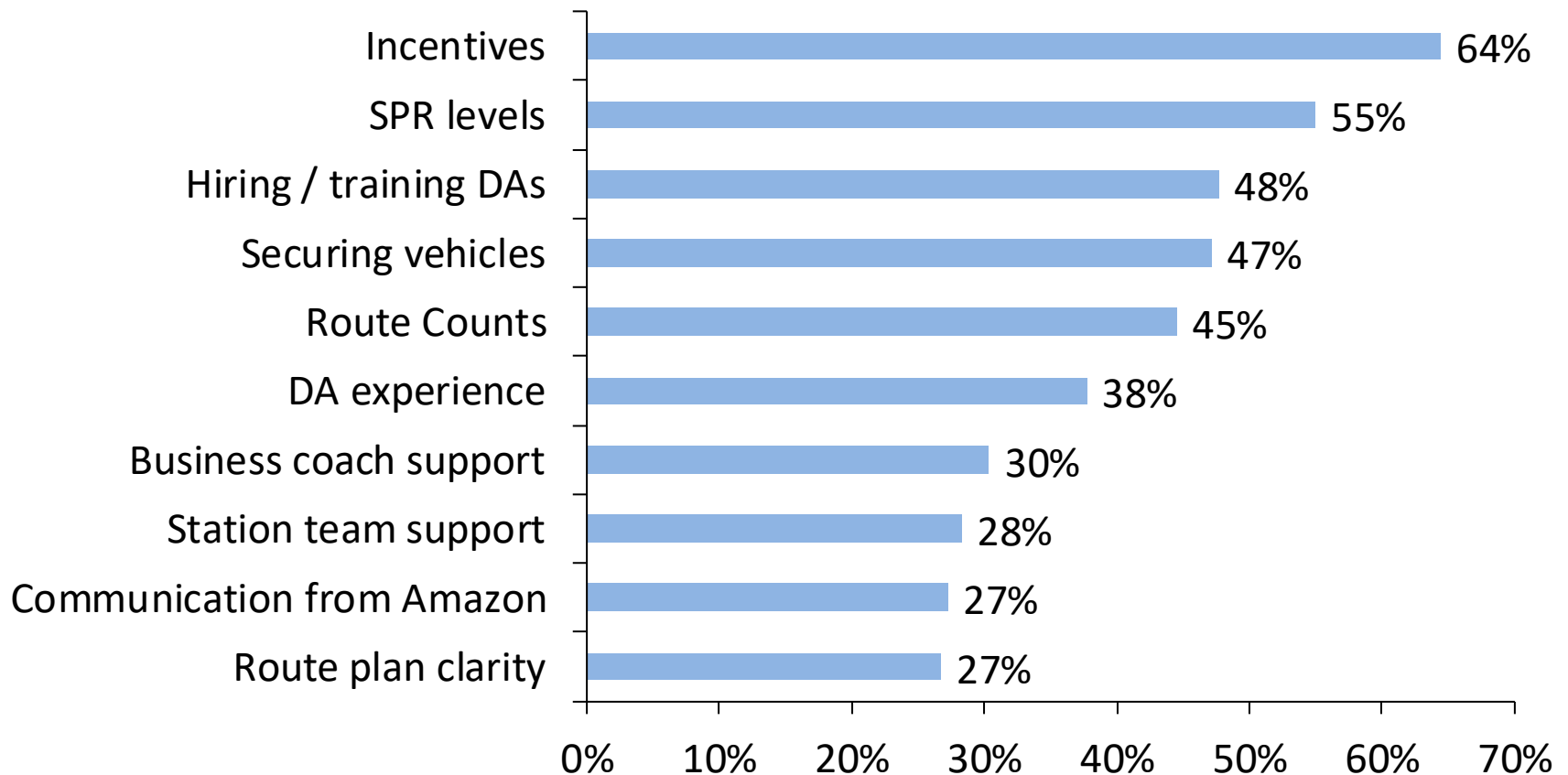
A majority of DSP expressed dissatisfaction with Peak 2025

Question: "All things considered, how satisfied are you with Peak 2025?"



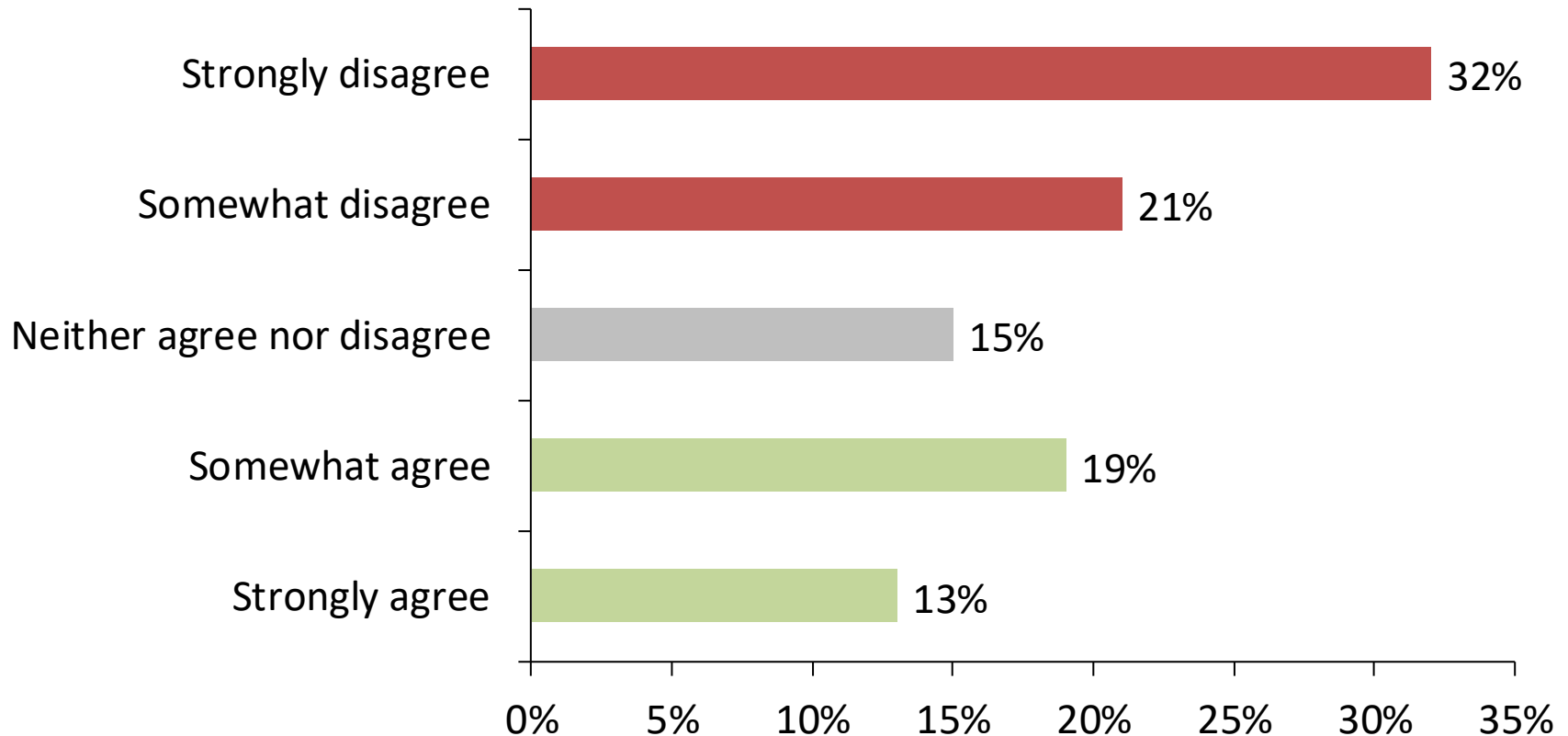
The main drivers of dissatisfaction were a lack of incentives, SPR levels, hiring & training DAs, and securing vehicles

Question: “Which of the following most influenced your dissatisfaction with Peak 2025?”



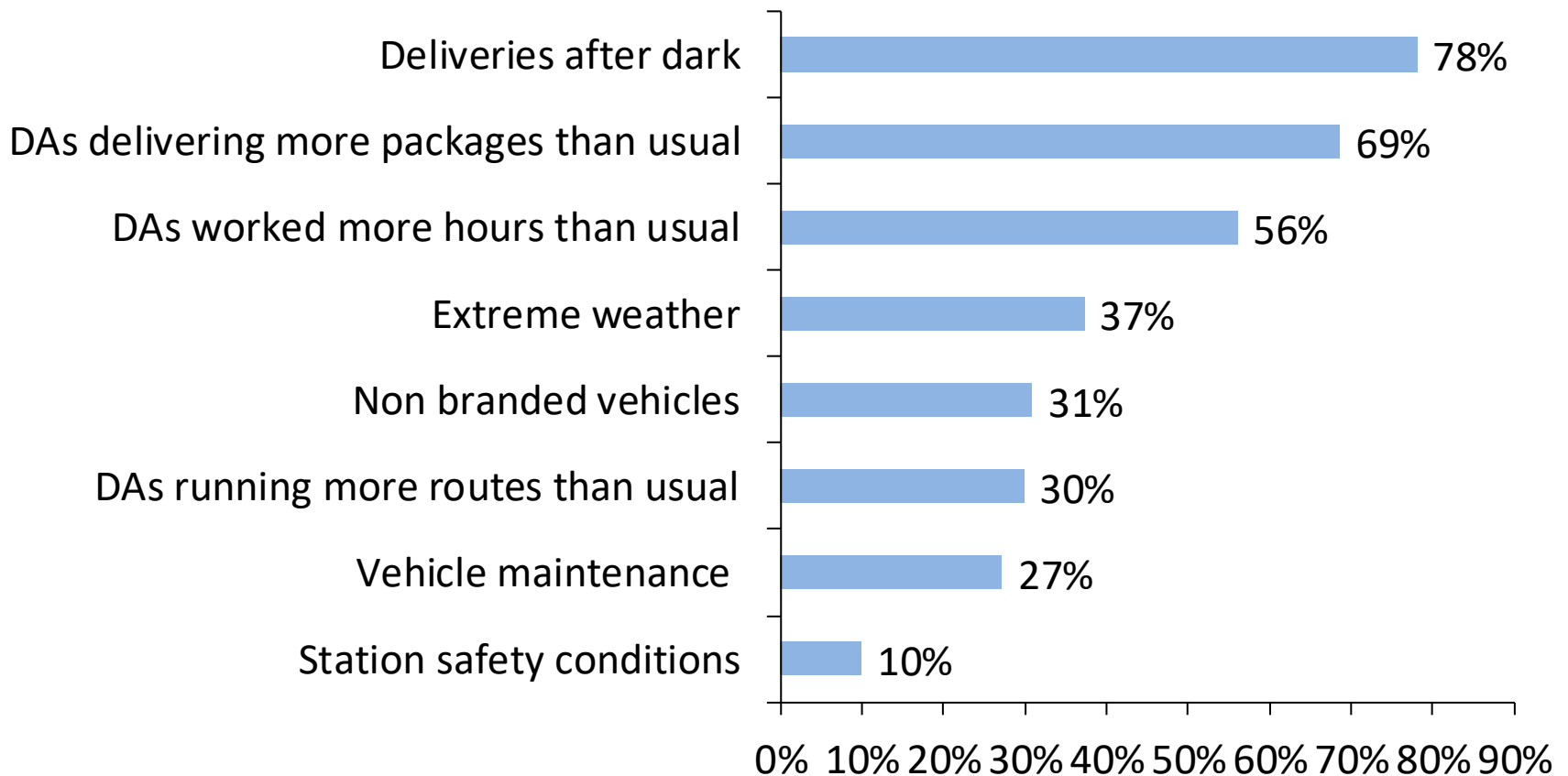
A majority of DSPs do not believe Amazon maintained its focus on safety during Peak

Question: "Please rate your level of agreement: Amazon maintained its focus on safety throughout Peak 2025."



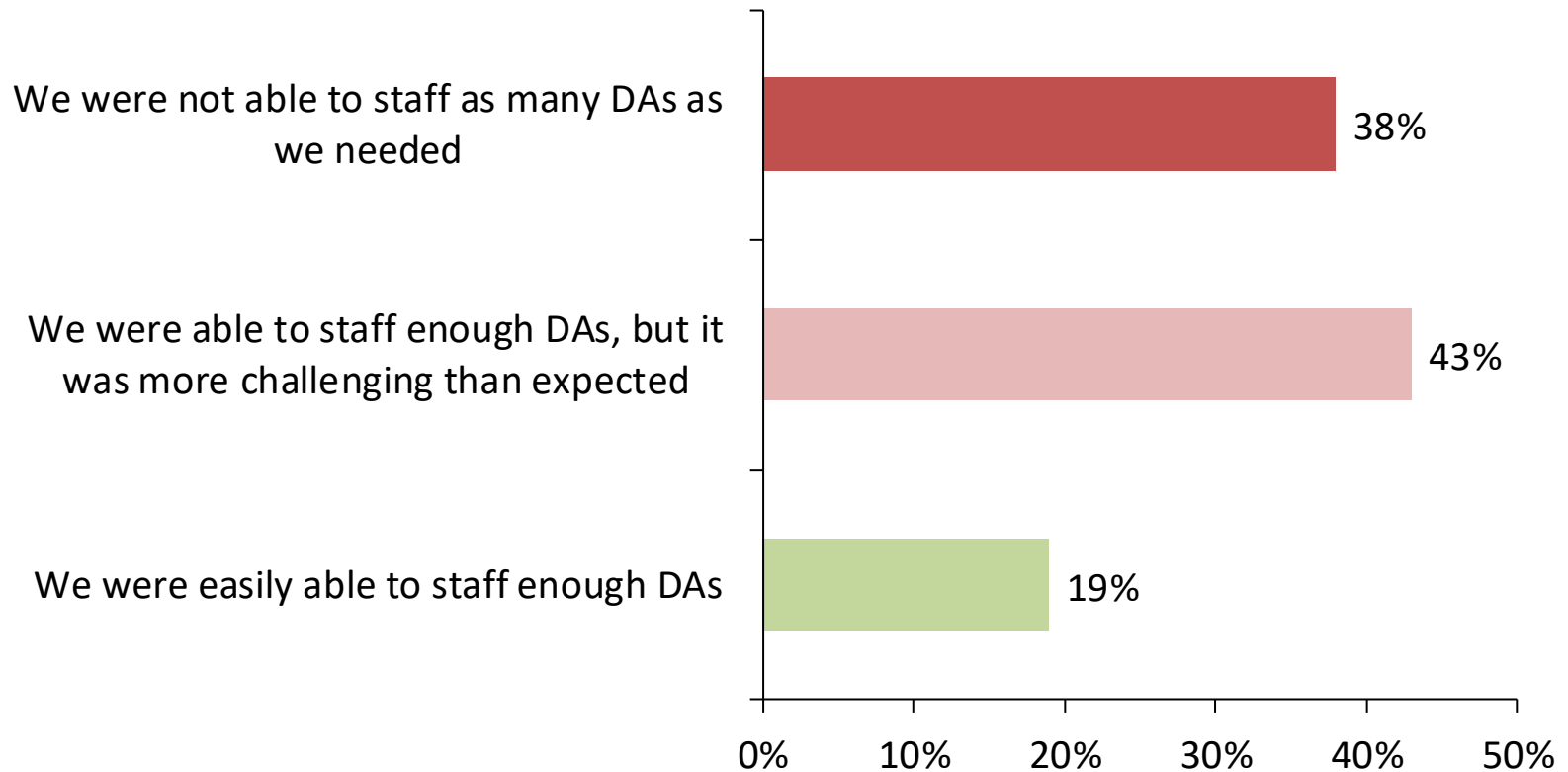
Delivering after dark, package volume, and DAs working more hours than usual were the top safety concerns during Peak

Question: “Which of the following do you believe had a negative impact on DA safety during Peak 2025?”



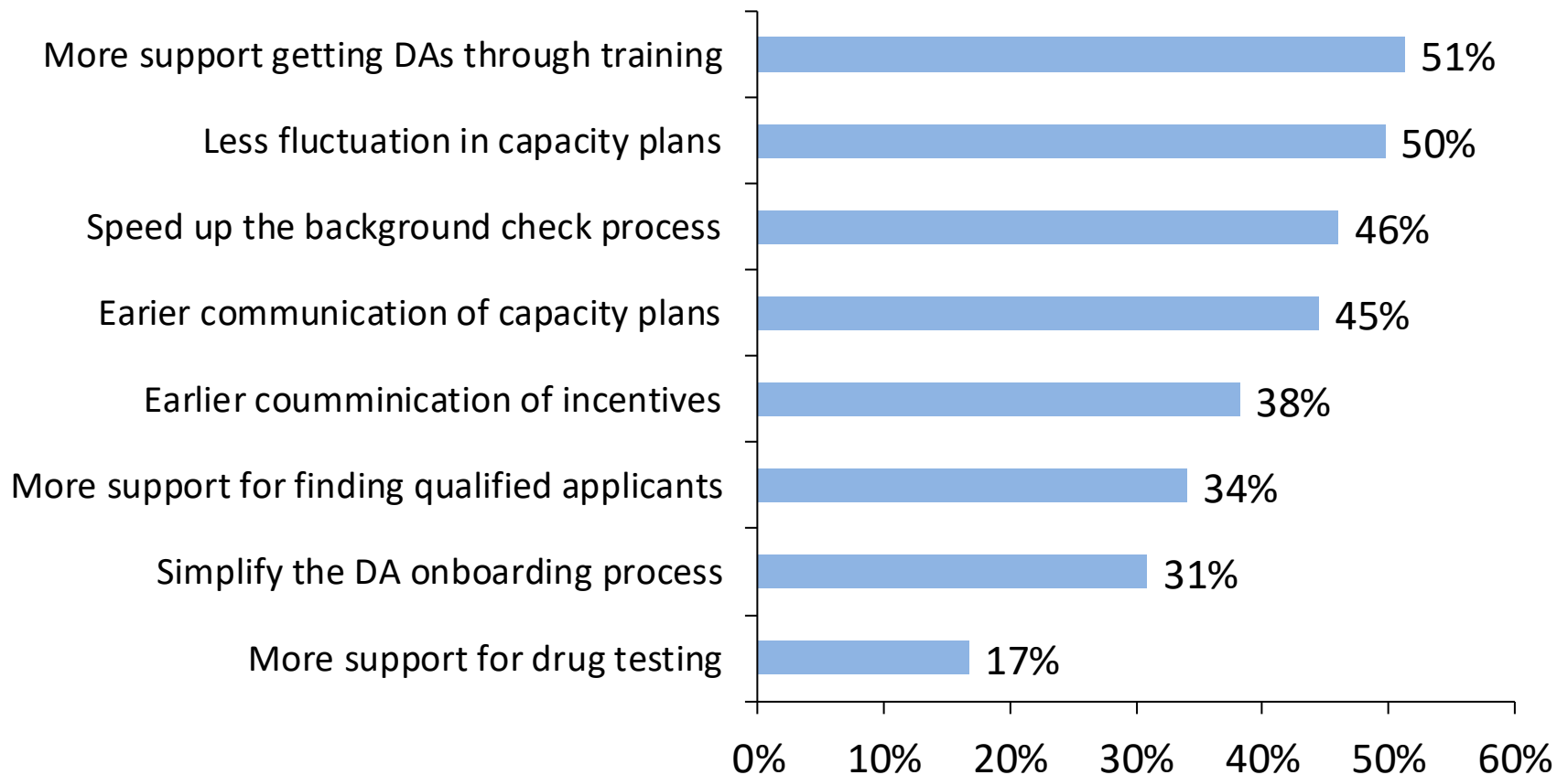
Over 80% of DSPs had difficulty staffing for Peak with nearly 40% not being able to staff as many drivers as needed

Question: "Which of the following best describes your experience staffing DAs for Peak 2025?"



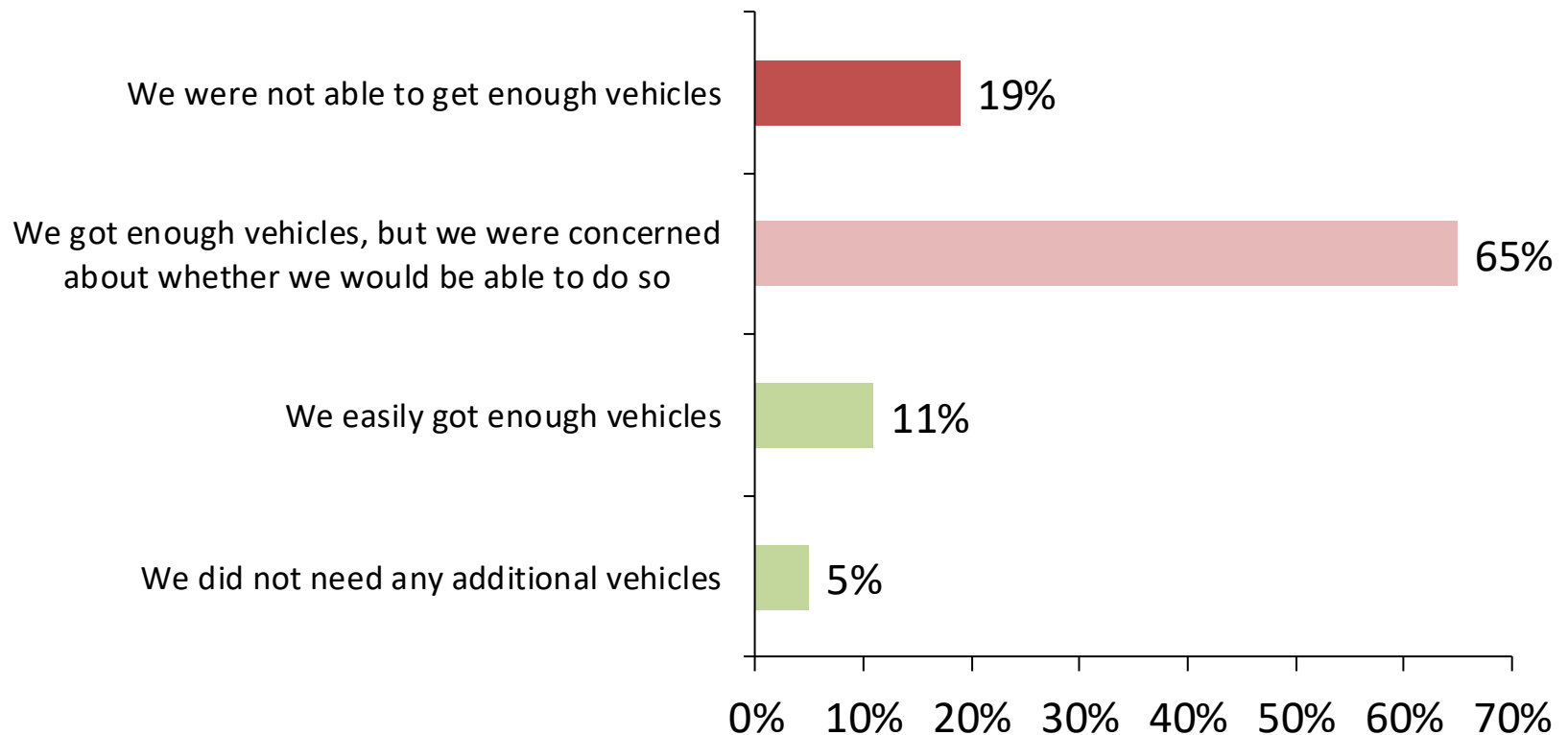
More support for DA training, less capacity plan fluctuations, and faster background checks were the top staffing barriers

Question: “How could Amazon have better supported you in meeting your DA staffing needs?”



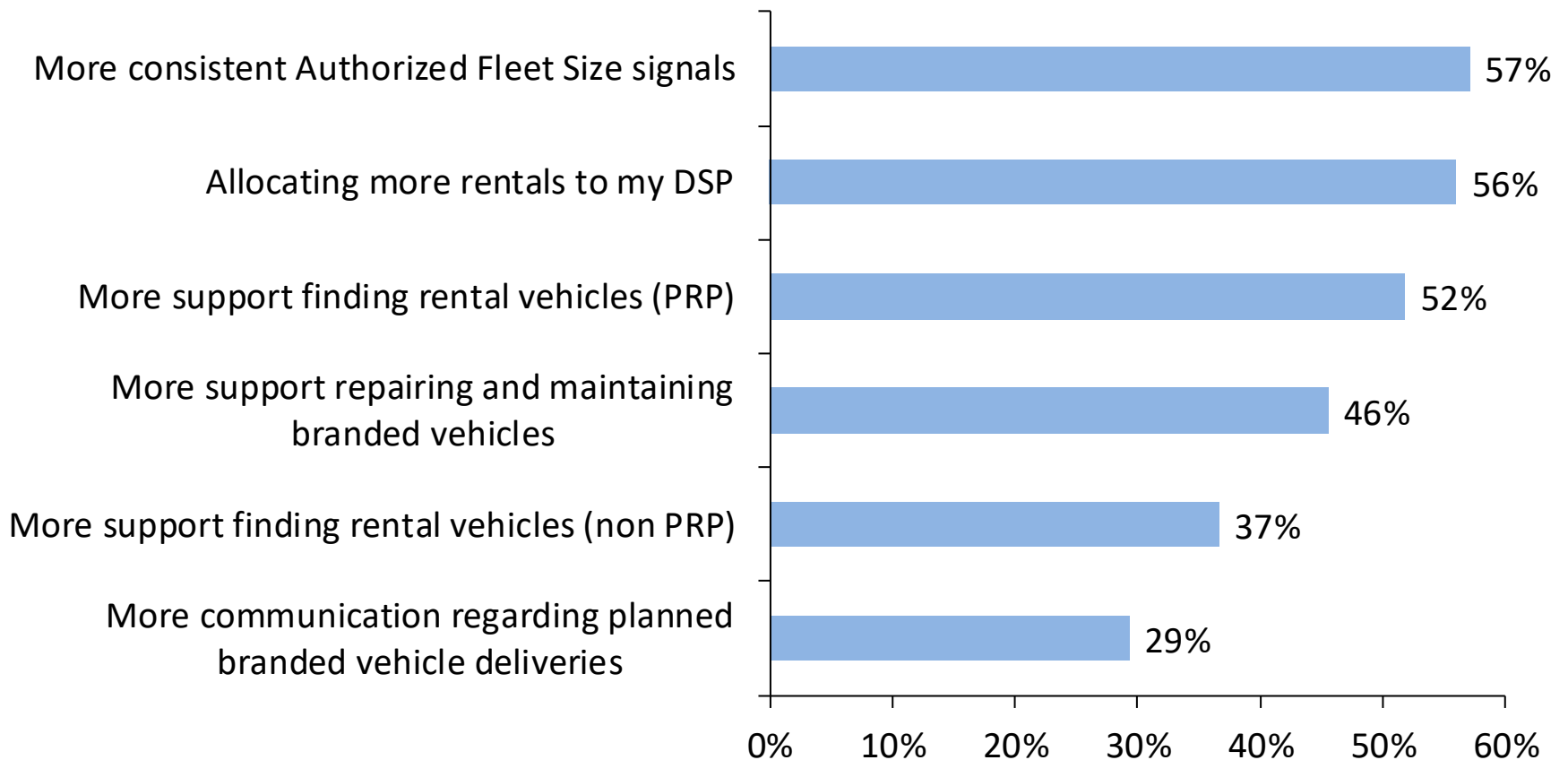
Nearly 85% of DSPs had trouble securing vehicles with 20% not being able to get enough for Peak

Question: “Which of the following best describes your experience securing vehicles for Peak 2025?”



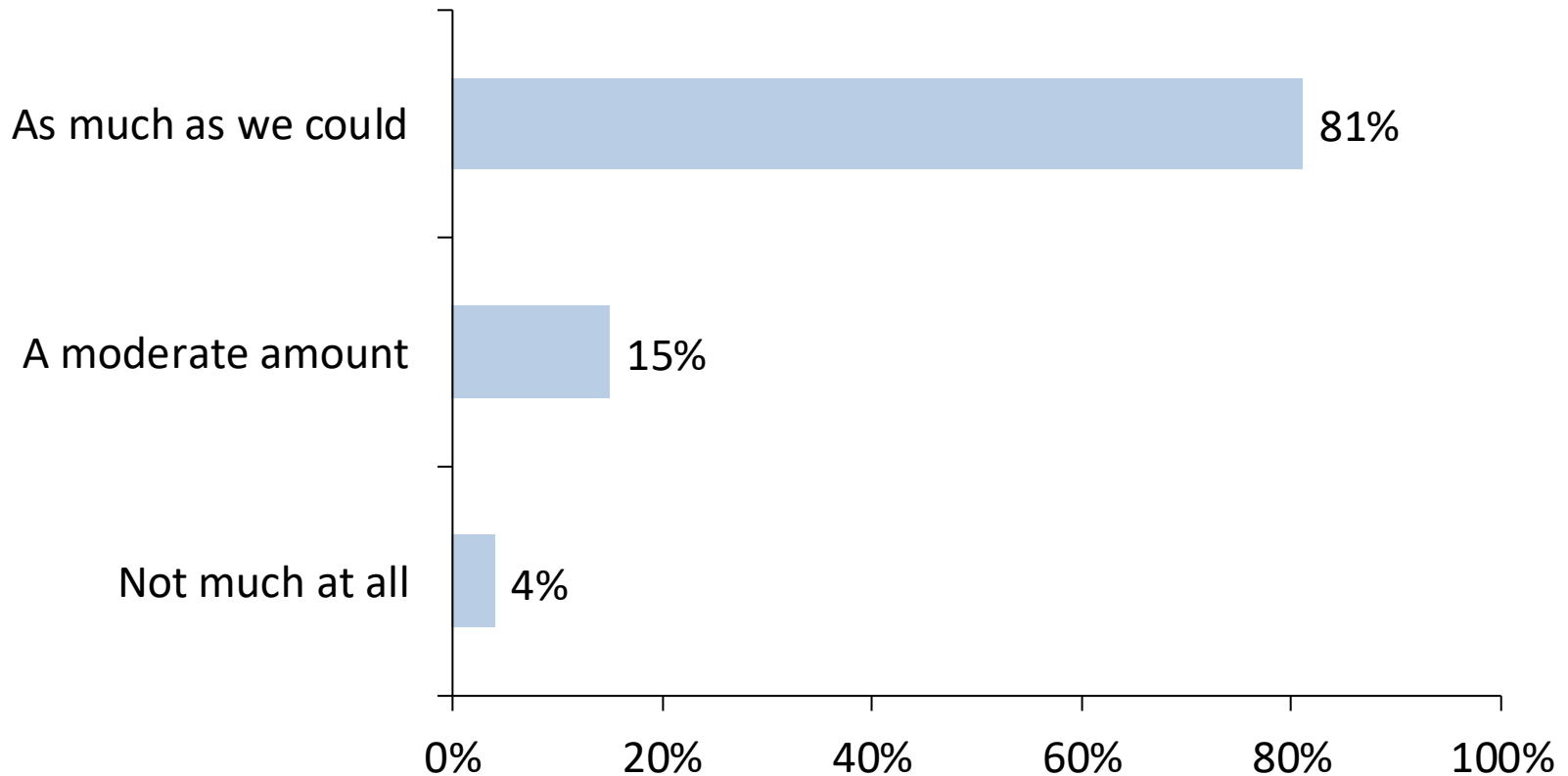
Better AFS signals, more rental allocations, and better support finding PRP rentals were key fleet gaps for Peak

Question: “How could Amazon have better supported you in meeting your fleet needs?”



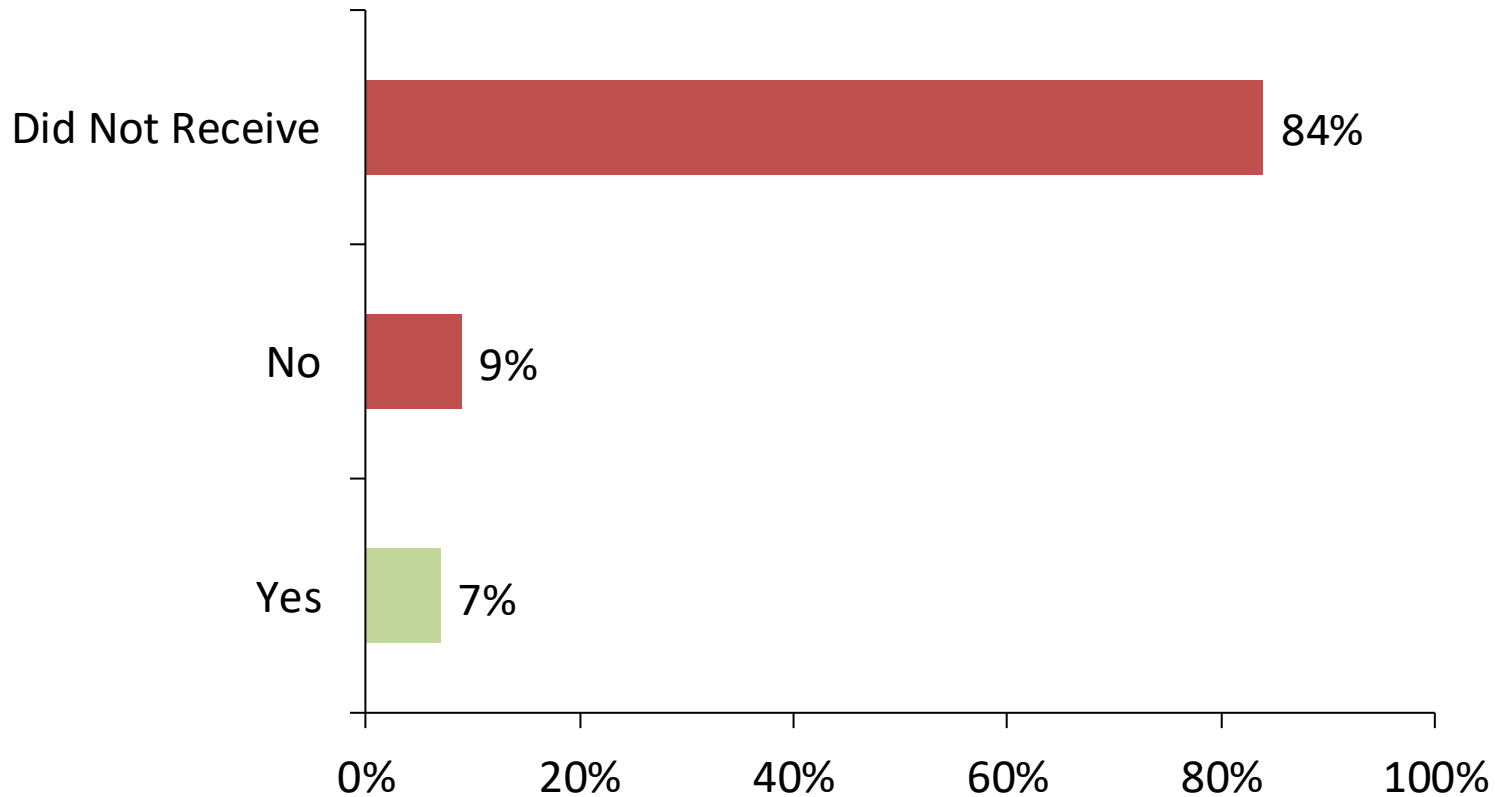
Nearly all DSPs took advantage of the OT support – largely out of necessity

Question: “How much did your business use the 5th Day Overtime Support incentive to staff by flexing your workforce?”



Sign on bonuses for Peak were scarce and were mostly unsatisfactory for the few who did receive them

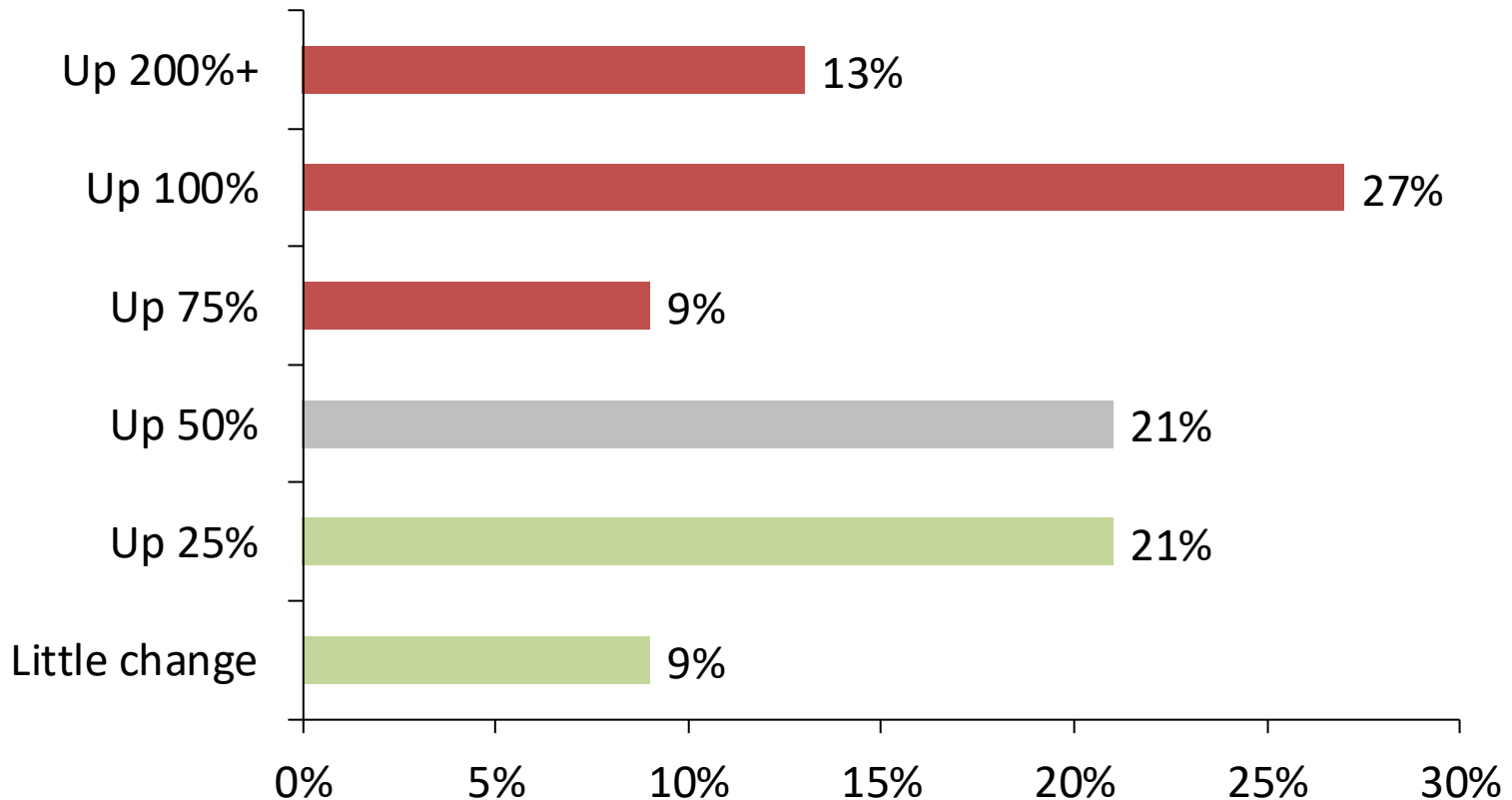
Question: "Were you satisfied with the DA sign on bonus incentive?"



N=191

Half of DSPs had ramp targets that exceeded 50% growth, with 40% required to double or triple their baselines

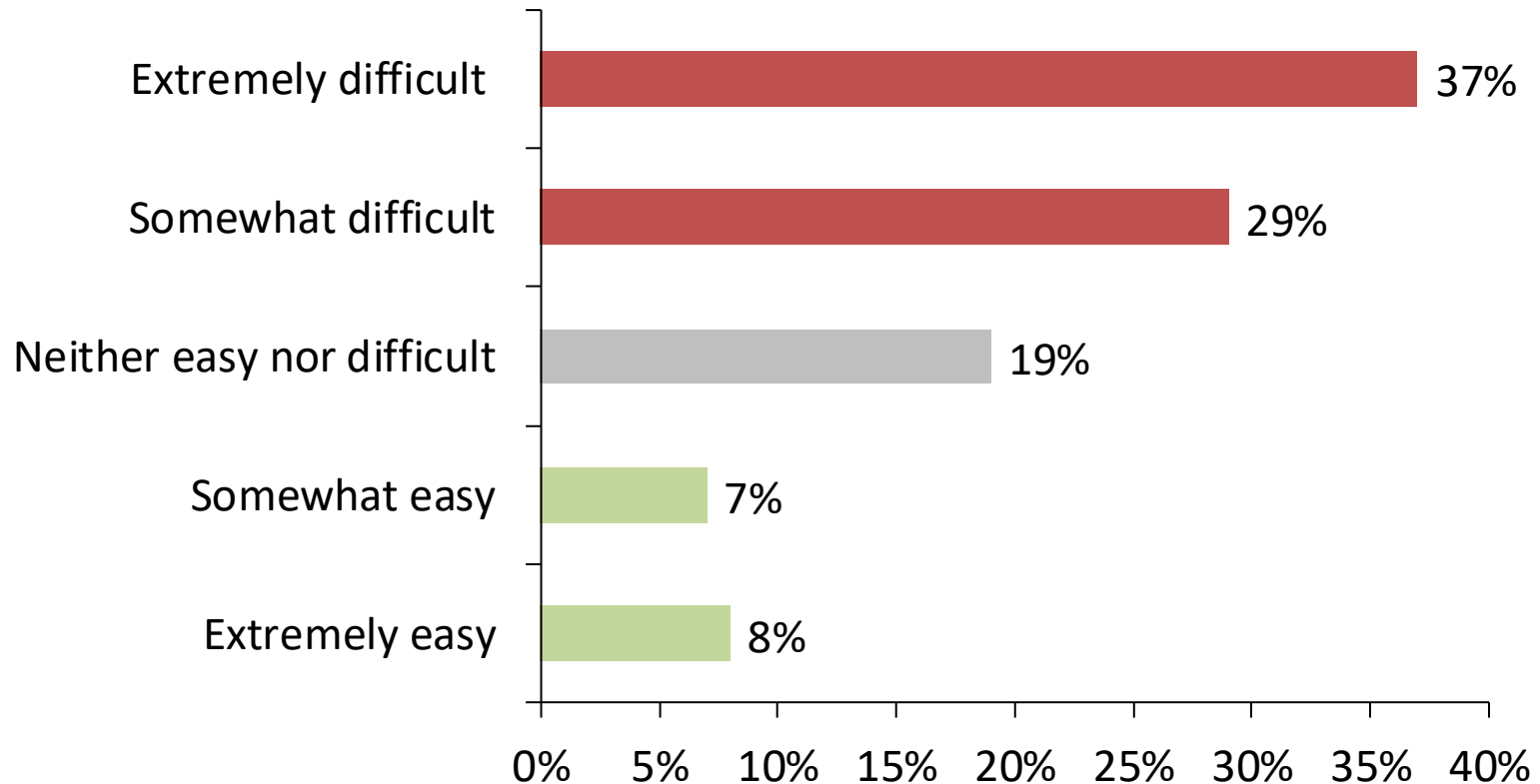
Question: "Which of the following best describes your Peak route target versus your baseline?"



N=191

Two thirds of DSPs had difficulty meeting route targets with over 1/3 experiencing extreme difficulty

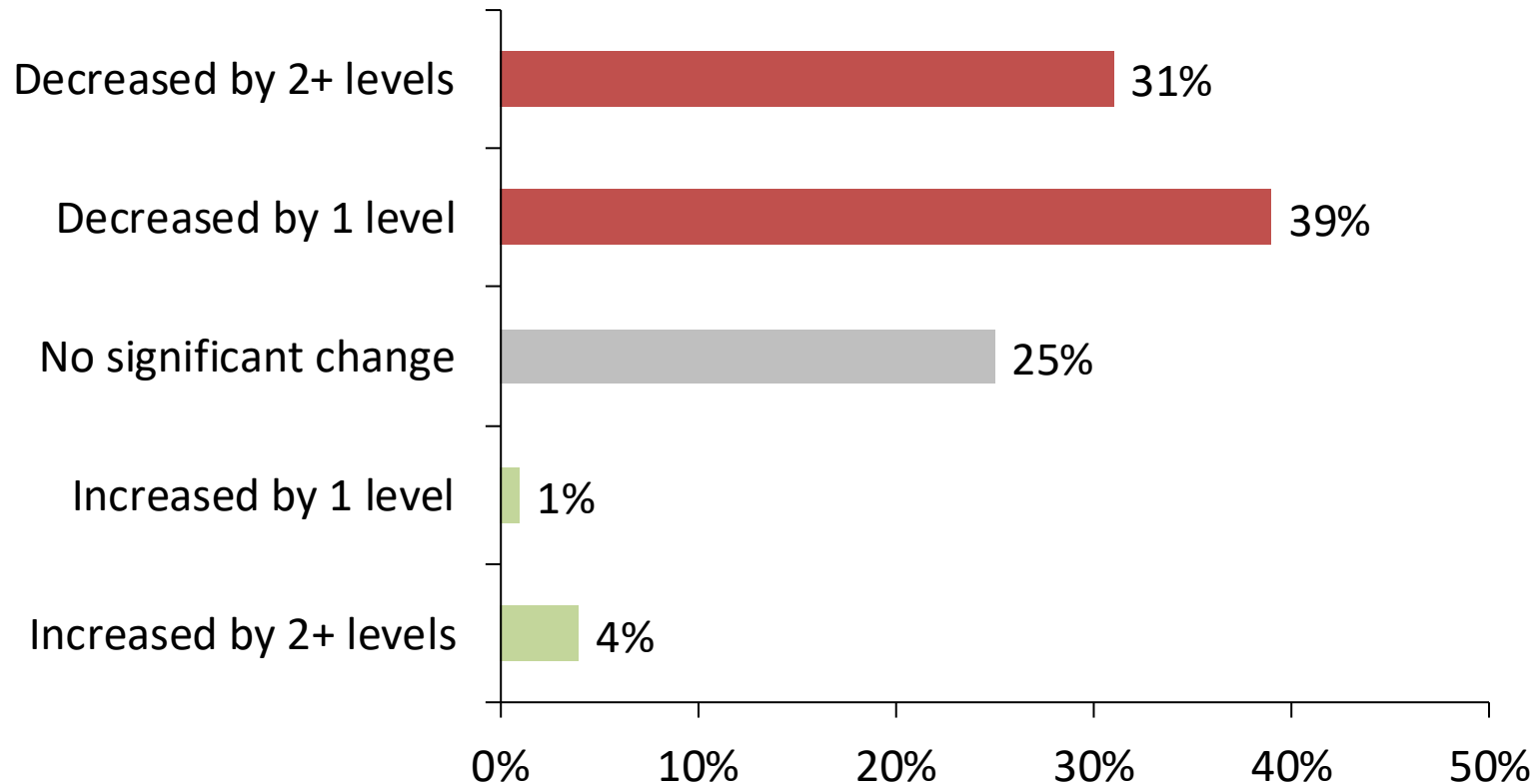
Question: "How easy or difficult was it to meet your route targets?"



N=191

70% of DSP saw a negative scorecard impact during Peak – resulting in significant cost savings for Amazon at DSP expense

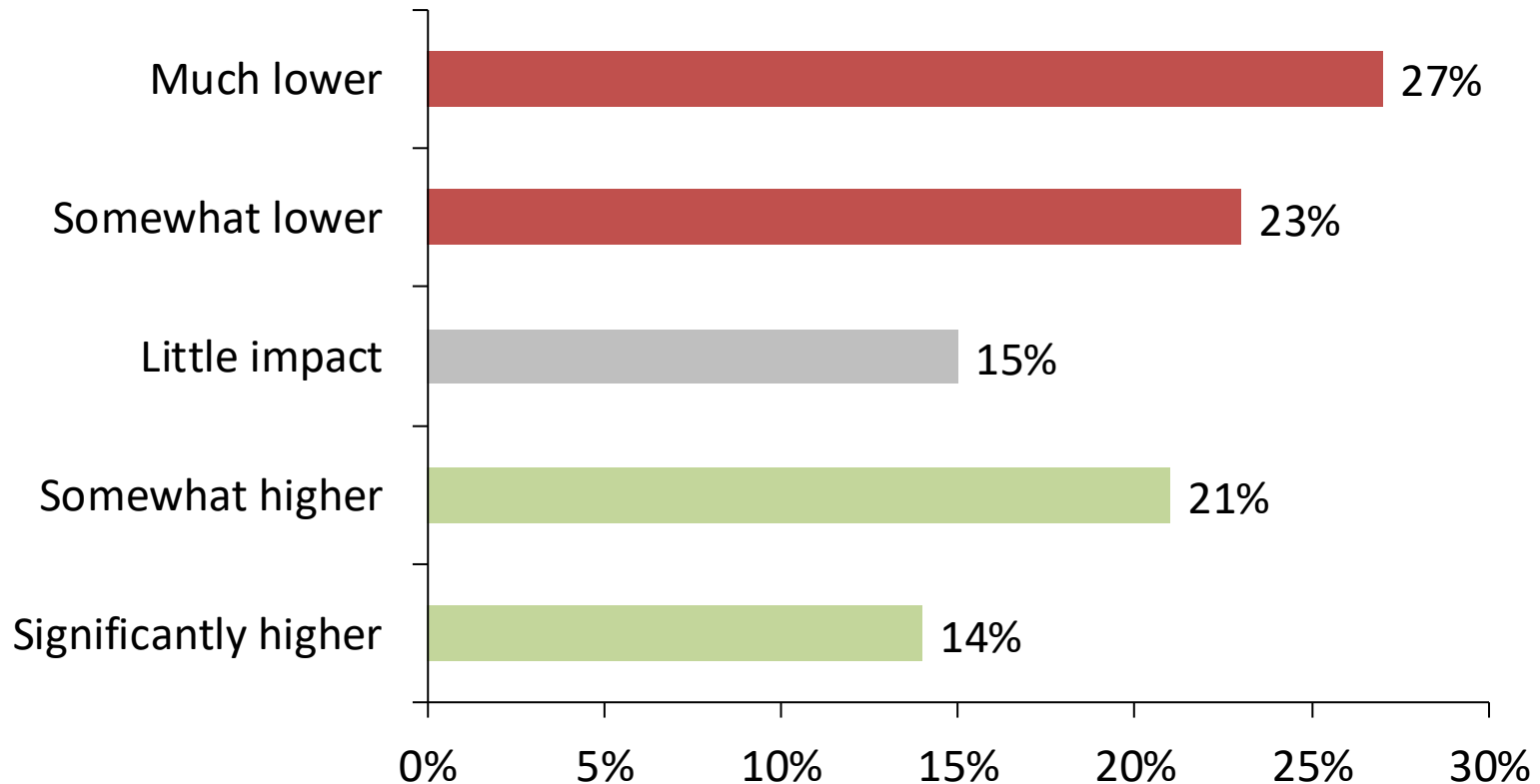
Question: “How did scaling for Peak impact your scorecard?”



N=191

Despite significant volume ramping, half of DSPs reported lower total net profits during Peak

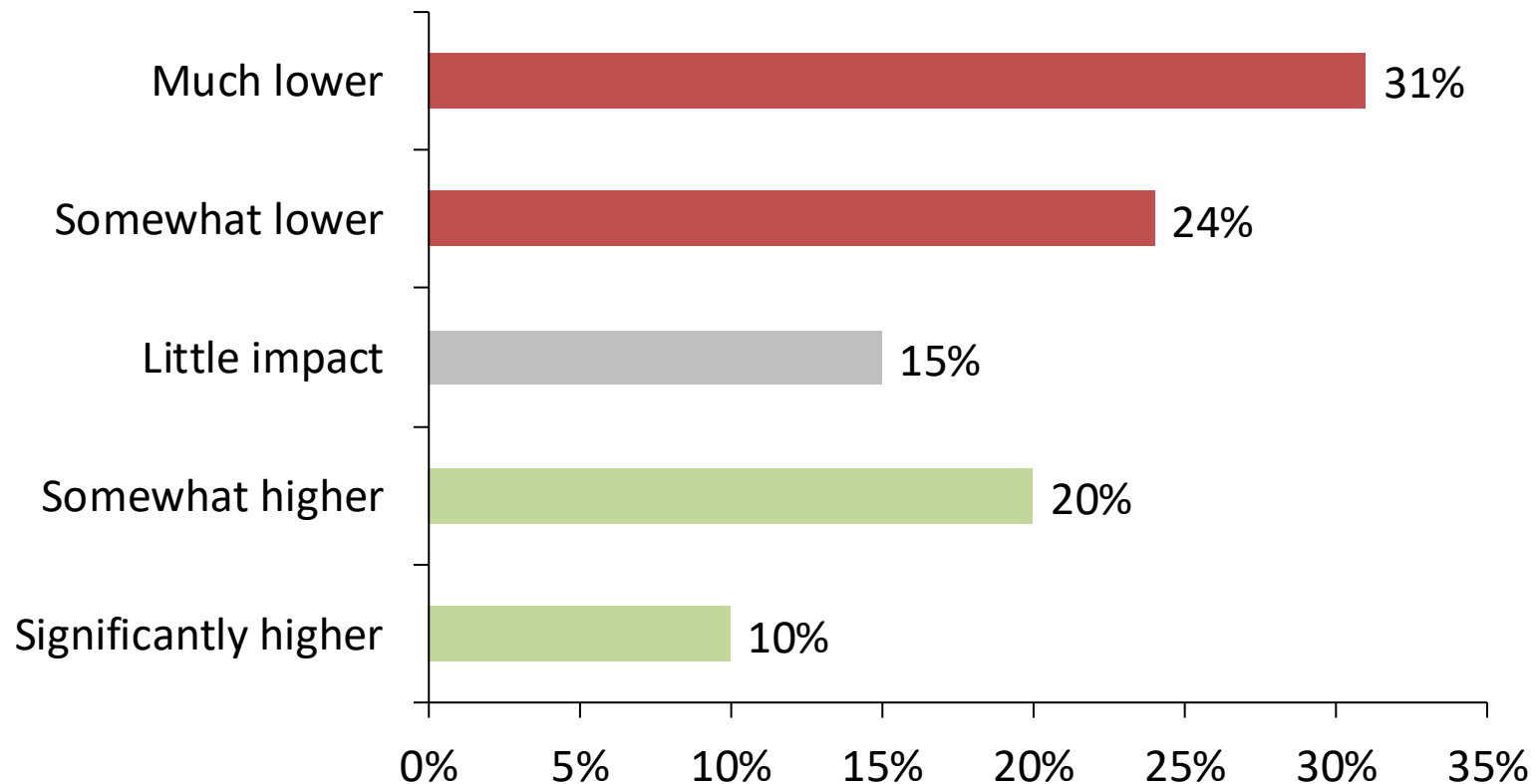
Question: "What was the financial impact of Peak on your total net profit?"



N=191

More than half of DSPs experienced lower net margins as a result of Peak

Question: "What was the financial impact of Peak on your overall net margins?"



N=191