

FDSA Audit - Seven Steps to Quality Distribution Criteria

Audit Steps	Point Value
I. RECEIVING PRODUCT:	
a. Instruction Sheets for each insert	
1. Booking orders state flyer quantities and date(s).	10
2. If standing orders are not documented for each order; standing orders can be traced.	5
3. Orders list quantities and distribution geography.	10
b. Matching of quantities and versions received to insertion/delivery orders	
1. Warehouse/Mailing Room has a vehicle (form, report, log, etc.) to match deliveries to orders. They are complete – signed and dated.	5
2. Skid card/bills of lading to insertion order(s). Total quantities, dates and flyer description (or identifying number) match delivery orders.	10
c. Examining of condition of product for damage; relaying of concerns to printers, shippers and clients	
1. Condition of flyers is examined upon receipt.	5
2. Damaged products are rejected; useable flyers are distributed. Warehouse notifies sales department if distribution pattern is affected.	10
3. Sales rep contacts the advertiser and/or printer; instructions are relayed to warehouse.	10
4. Distributor retains sample copies of each delivery for quality control purposes.	5
5. Process exists for damaged product resolution.	5
d. Storage of sensitive material in a secure area	
1. Distributor has assigned cages, shelves, or low-traffic areas in which to place sensitive products if required.	5
2. Access is limited to authorized personnel.	5
e. Training of staff on the importance of confidentiality/non-removal of material from storage	
1. Instructions are reviewed with employees addressing the handling of all warehouse material (labour contract, handbook, video, written guidelines). A copy of these instructions are examined.	10
2. Signs are posted in warehouse advising staff that removal of products is prohibited.	5
TOTAL RECEIVING PRODUCT	100
II. PACKAGING (in Warehouse):	
a. Run sheets/press orders (where applicable)	
1. Distributors have internal documentation identifying geography where flyers are to be directed.	5
2. In the case of carrier insertion, flyer counts for each driver are identified.	5
3. For automated and manual insertion, quantities of insertion by zone (trip, FSA, census tract) are identified.	5
4. Run sheets match insertion orders.	5
b. Automated Insertion Process	
1. A shutdown system exists for missed insertion.	5
2. Counts are provided.	5
3. Random physical inspection of insert combinations. A record of these inspections is maintained.	10
c. Manual Insertion Process	
1. Floor supervisors are assigned each shift to oversee insertion staff and conduct inspections across each run.	5
2. Control procedures include job instructions, work order, carrier invoice, instruction sheet, etc., which are signed upon completion.	5
3. Random physical inspection of insert combinations. A record of these inspections is maintained.	10

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Audit Steps –II. PACKAGING (in Warehouse) continued

**Point
Value**

d. Clear Identification of Packages for Drivers

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| 1. Flyers are identified by destination and/or driver. | 10 |
| 2. Pick up locations in the warehouse are clearly identified and communicated to drivers. | 10 |
| 3. Drivers have route summary reports identifying carrier route requirements – flyer bundle count for carrier insertion or pre-inserted flyer packs. | 10 |

e. Communication of Inserting Standards to Carriers/Agents, where Carriers/Agents do their own Inserting

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| 1. Instructions and illustrations are outlined in the written service standards. | 5 |
| 2. Carriers/agents receive explicit carrier route summaries with delivery instructions. | 5 |

PACKAGING PRODUCT TOTAL 100

III. TRUCK LOADING:

a. Truck Loading

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| 1. Trucking manifests exist identifying flyer or bundle types. | 20 |
| 2. Carrier routes are a subset of trucking manifests. | 20 |
| 3. Flyer insertion orders/manifests can be traced to specific truck routes. | 20 |
| 4. Trucking manifests and carrier route summaries are available. | 20 |
| 5. Inspects shipments prior to departure to ensure shipment counts are correct; correct packages are in the trucks; zoning documents (delivery manifests, draw reports, etc.) have been given to drivers. | 20 |

TRUCK LOADING TOTAL 100

IV. DELIVERY:

a. Standards for carriers/agents to ensure a safe, dry delivery

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| 1. Written standards exist and include, but are not limited to: | 35 |
| i. Delivery deadlines | |
| ii. Safe and dry delivery instructions | |
| iii. Courteous delivery guidelines | |
| iv. Package and delivery accuracy standards | |
| v. Reporting procedures and guidelines, including contact information. | |
| 2. Carriers/agents sign the standards agreement as part of their contract. | 20 |
| 3. Carriers/agents orientation is conducted over the telephone or in person. | 20 |
| 4. Carriers/agents are notified route checks will be performed. | 10 |

b. Maintaining of information on apartment access

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| 1. Records of apartment access is available. | 15 |
| 2. Quantity is established by building management, route driver, or field staff. | 15 |
| 3. Distribution information is updated regularly to reflect apartment counts. | 15 |

c. Maintaining of “Do Not Deliver” Lists

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| 1. Do Not Deliver requests are communicated to carriers within one week. | 15 |
| 2. A list of Do Not Deliver addresses is maintained. | 15 |

d. Ensuring shortages and overages are reported promptly

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| 1. Carriers/agents report shortages or overages to assigned driver, independent distribution agent, or distributor’s office each delivery day. | 20 |
| 2. Carriers/agents receive explicit carrier route summaries with delivery instructions. | 20 |

DELIVERY TOTAL 200

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V. VERIFICATION:	
a. Verification Records	
1. Distributor conducts routine phone and/or visual verifications over a specified number of routes or households.	35
2. 100% of routes checked every 90 days (up to +10 days tolerance).	35
3. Results of these verifications are documented and retrievable.	35
b. Delivery of package	
1. Distributor verifies total package delivered.	35
2. Distributor verifies individual flyers, if requested.	15
c. Maintaining of "Do Not Call" Lists	
1. Do Not Call addresses are maintained.	15
2. Do Not Call list continuously updated.	15
d. Re-checking routes with service issues	
1. Each complaint/issue receives a follow up check the next scheduled date of delivery for the affected product.	35
2. Checks are logged and comments noted.	30
VERIFICATION TOTAL	250
VI. NON-DELIVERY RESOLUTION:	
a. Conveying of results of verification to carriers	
1. Negative service issues are shared with carriers on a verbal basis in all cases.	20
2. Logs of service comments are filed by route.	25
b. Offering re-delivery for missed delivery	
1. Distributor has written guidelines on re-delivery of missed products	15
2. Re-delivery records are maintained.	15
c. Maintaining of complaint records	
1. Complaints are recorded and logged by route	20
2. Entries remain on file for one year.	10
3. Resolutions are documented.	15
d. Repeated service complaints	
1. Dismissal actions are outlined in the written service agreement.	15
2. Distributor has a formal policy of dismissal (dismissal may be employee/vendor/contractor/carrier termination or employee/vendor/contractor/carrier re-assignment)	15
3. Pending investigation, a route dump is cause for dismissal.	25
4. Distributor has an established system for dealing with down routes	25
NON-DELIVERY RESOLUTION TOTAL	200
VII. THE AUDIT PROCESS:	
a. Maintaining of records	
1. Documentation exists for the points listed above.	20
2. Sample documentation was prepared in advance of the visit.	10
3. Requested documentation was retrieved on a timely basis.	10
4. Documentation was complete.	10
AUDIT PROCESS TOTAL	50
TOTAL	1000