SUPPLY CHAIN · FREE GUIDE 08

Last-Mile Manpower & Attrition Toolkit

Rider and warehouse workforce economics for India: what attrition really costs, where it starts, and the levers that actually move it.

Know your real attrition cost

- Cost of one rider exit ≈ 25–40 days of productivity: sourcing + onboarding + ramp
- Track attrition by tenure cohort: 0–15 days, 16–45, 46–90, 90+
- 0–15 day exits are an onboarding problem, not a market problem
- 90+ day exits are usually earnings predictability, not earnings size

The 5 levers that work

- Earnings transparency — riders who can predict weekly income stay longer
- First-week buddy system — halves the 'ghosted after day 3' pattern
- Fair-allocation logic — perceived favouritism in order allocation is a silent killer
- Grievance SLA — a 48-hour answer beats a bigger incentive with no voice
- Micro-recognition — weekly top-performer callouts cost nothing, retain plenty

Industry example — Gig-worker research across Indian quick commerce consistently shows income predictability and grievance handling outranking headline per-order rates.

Rostering that respects reality

- Build rosters from hourly demand curves, not flat shifts
- Blend fixed + flexi pools: fixed for base load, flexi for peaks
- Publish rosters 72 hours out; last-minute changes drive exits
- Absenteeism prediction: yesterday's no-shows + weather + festival calendar

Metrics for your weekly review

- Attrition % by cohort and by hub (not one blended number)
- Fill rate vs roster, by hour block
- Earnings per rider per day: median AND spread
- Time-to-productive for new joiners
- Grievances opened vs closed within SLA

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