

# Your Guide to the Uber Rating System

Parts 1-3

U B E R

As a driver on the Uber system, you are the face of the Uber experience. Your ability to get riders from point A to point B quickly, safely, and conveniently is a huge reason people love Uber so much.

As you know, in order to maintain that awesome experience, Uber establishes quality standards and monitors the star ratings of drivers on the Uber system. We're sure you're already familiar with the basics, but we're also aware that at times the rating system might be a bit confusing. To help you better understand, we thought it would be helpful if we started from the very beginning and gave you a full overview of the rating system, Uber's quality process, and our best tips for how to be successful.

**Most of you already ARE successful. In fact, the vast majority of drivers on the Uber system do an OUTSTANDING job, and provide fantastic service to riders. If you feel satisfied with your current rating, feel free to simply use this to answer any of your questions about the rating system. If you'd like to improve your rating, then this can be a great guide to help you do that.**

**Ultimately, we want this to help you! We simply want to provide you with as much information to help you continue to succeed. We hope you find it helpful!**

**We've broken this overview into three parts (click the links to skip ahead):**

- 1. [Part 1 is a basic overview of the rating system, including:](#)**
  - a. [An overview of the driver rating and how it's calculated](#)
  - b. [An overview of how Uber uses the driver rating to evaluate drivers](#)
  - c. [An introduction to what else Uber uses to evaluate drivers](#)
- 2. [In part 2, we walk you through our top tips for how to maintain a high rating](#)**
  - a. [How to earn high ratings](#)
  - b. [How to avoid low ratings](#)
- 3. [Part 3 addresses some of the most common questions we get about driver ratings](#)**

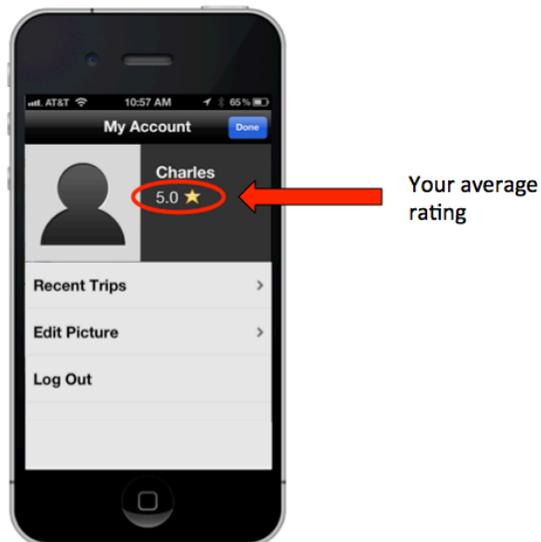
# Part 1: Overview of the Rating System and How Uber Evaluates Drivers

## The Basics: What is the Driver Rating and How is it Calculated?

After every trip you complete, your rider provides a rating of 1-5 stars. This rating is meant to measure how they felt about their experience with you. **Your overall driver rating is an average of all these individual ratings you've received from riders.** In other words, your rating is calculated by adding up all of your individual trip ratings, and dividing by the number of ratings you have received:

$$\frac{\left( \text{Total of all your ratings} \right)}{\left( \text{Total number of ratings you have received} \right)} = \text{Your Average Rating}$$

You can view your rating at any time by logging into the driver app:



### What's included in the rating?

- **Only trips on which you've received a rating.** Riders have the option to not provide a rating after their trip. We've seen that the vast majority of riders do provide a rating, but if a rider does not rate you on a trip, it does not count in your overall rating.
- **Only your last 500 trips** are counted in your rating. So, if you have completed more than 500 trips, only your last 500 count toward your rating.

## What's NOT included in the rating?

- **Canceled trips.** Riders are not allowed to provide a rating on canceled trips.
- **Requests that you do not accept.** Your rating is not affected by the number of requests that you accept (although Uber still monitors this number -- we'll talk more about this later).

### Example: Calculating A Rating

- Here's an example that shows how a rating is calculated from a trip history. Notice that canceled trips and trips without a rating are not counted:

#### Example Trip History

Trip #	Status	What the rider rated you	Does this count towards your rating?
1	Completed	5	YES
2	Completed	4	YES
3	Completed	5	YES
4	Completed	4	YES
5	Canceled	No rating allowed	NO
6	Completed	5	YES
7	Completed	5	YES
8	Completed	Rider did not rate you	NO
9	Completed	5	YES
10	Completed	5	YES

#### What Your Rating Would Be With This Trip History

$$\frac{(5+4+5+4+5+5+5+5)}{8} = 4.75$$

**Note:** In order to protect rider confidentiality, we do not show you your ratings from individual trips. But this is the exact calculation that Uber performs in order to calculate your overall rating.

## How Does Uber Use Driver Ratings?

Your average rating is the first thing that Uber uses when evaluating your partnership and the system.

To determine what an acceptable rating is, we compare your rating to that of other similar drivers on the Uber system. That means if you're an UberBLACK driver, we compare your rating to other UberBLACK drivers. Currently, our average rating is 4.8, which is very impressive, and it means that overall, riders are **loving** the experience that you provide them. For that, we have to say thank you!

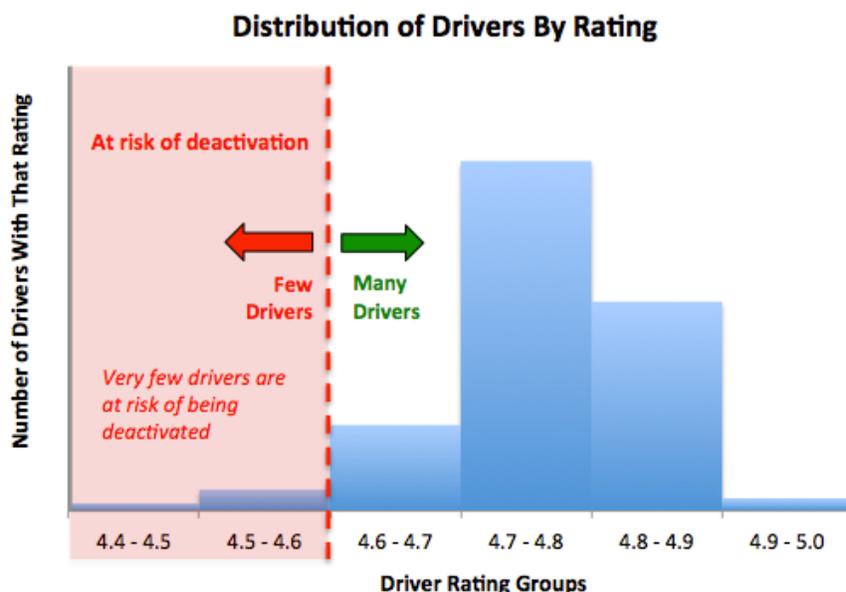
## Deactivations

Occasionally, we are forced to deactivate a driver's account due to consistently low ratings. We only do this for very exceptional cases, and although we don't enjoy doing it, **we deactivate these lowest-quality drivers because it benefits both riders AND other drivers:**

- **It benefits riders** by ensuring that their Uber experience is of the highest quality: efficient, convenient, and most importantly, safe.
- **It also benefits drivers by protecting the quality of the Uber system as a whole.** As we mentioned before, the vast majority of drivers on the Uber system provide outstanding service. You've worked very hard to do so, and the result has been a user base of devoted Uber riders who keep coming back because of the high quality of their experiences. **Deactivating the accounts of the drivers who provide consistently poor experiences ensures that Uber continues to be known for quality, and that your hard work continues to pay off. By making sure riders don't have bad experiences, we make sure there is more demand for your services.**

## What rating should you aim for?

- Since 4.8 is our average rating, we recommend using that as your target rating.
- If, at any time, your rating slips to 4.6 or below, your account is at risk of being deactivated. **We want to reiterate one more time that only a very small number of the active drivers on our system are deactivated for low ratings. Usually only 2-3% of all drivers on the Uber system fall below a 4.6, which means the vast majority of drivers on the system are not at immediate risk.** See below for a visual representation of this (notice how small the number of drivers at risk is):



We send this diagram out every week in our weekly quality reports, and it is a good way to gauge where you stand on the Uber system:



## What Else Does Uber Use to Evaluate Drivers?

Uber uses other things beyond just the average rating to evaluate the quality of drivers on its system. We also look at:

- **Serious issues with riders:** Even if you have a good rating, Uber may choose to deactivate your account for a "zero-tolerance" offense, such as driving recklessly or under the influence, allowing someone else to drive under your account, or threatening/inappropriate contact with a rider.
- **Acceptance rate:** This is the percentage of incoming requests that you accept. Even though you do not receive a rating from riders on requests you don't accept, Uber still monitors your acceptance rate. Every time you don't accept a request, it means a rider has to wait an extra 15 seconds to get a ride, and this is a bad user experience. **If you're not ready to do Uber trips, we recommend you simply go offline so that you don't receive any requests.** An acceptance rate of at least 80% is a good target to shoot for, but the closer to 100% the better.
- **Cancellation rate:** This is the percentage of trips you've accepted that you end up canceling. We understand that sometimes riders request cancellations, or they are a "no-show," and these kinds of cancellations are often unavoidable. In general, though, we recommend you avoid canceling on users any more than absolutely necessary, since a cancellation results in a bad user experience.
- **How consistently you meet your ETA.** Riders are given an ETA as soon as you accept a trip, and it is a poor experience if you take significantly longer than the estimated time of your arrival.
- **Vehicle Quality.** Your vehicle should be up to standards and in good condition, so that riders are safe and have a pleasant experience.

## How Should You Think About Quality?

**It all comes back to the rider's experience.** For example, the quality of the experience that you provide to riders is more important than the number of trips or amount of revenue you earn in a given time period.

You should also remember that a user's experience begins from when they request you, not just when they get in your vehicle. That's why we monitor things like acceptance rate, cancellation rates, and ETAs.

**If you approach each ride with the intention to make it a 5-star experience for the rider--from when they request you to when you drop them off--you will likely be very successful on the Uber system!**

## Part 2: Top Tips for How to Maintain a High Rating

Part 1 of gave an overview of the rating system. Here, in Part 2, we will provide you an "inside look" at how riders rate their drivers. We'll show you real data on what aspects of a trip are most important to riders, and detailed suggestions for how to make every rider's experience special.

Many of you already provide outstanding experiences to your riders, and have great ratings to show for it. Others of you may be looking for some advice on how to improve your rating. Either way, we want to make sure we equip you with all best information we can.

## The 2 Parts to Maintaining a High Average Rating

As we mentioned in section 1, your average rating is meant to measure the quality of the experiences you provide to riders. Great rider experiences will bring your average rating up, and poor experiences will bring it down.

That's why the highest-rated drivers on the Uber system do two things: they provide **a lot of great experiences** to riders AND they provide **very few bad experiences**.

We want to help you achieve a high rating as well, so below, we'll walk you through our 10 best tips for how to do both. As we outlined in part 1 of our rating system overview, **there are a lot of other criteria we use to evaluate driver quality, but these are the easiest things to focus on that will make the biggest impact on your rating.** If, on every ride, you do everything you can to both **EARN** a high rating and **AVOID** a low rating, then you will begin to see immediate results.

## HOW TO EARN HIGH RATINGS

If you want to earn high ratings, you should shoot to make every ride special. The best way to do this is to go "above and beyond" for every rider. **If they feel like you're making an extra effort for**

**them, they will reward you with a high rating.** Here are the best ways you can make a ride special (click on the links or scroll down for full explanations of each tip!):

1. [Offer bottled water, snacks, gum, mints, and cell phone chargers](#)
2. [Have a clean and well-maintained vehicle](#)
3. [Dress appropriately](#)
4. [Open the door and help with luggage and bags](#)

## HOW TO AVOID LOW RATINGS

We realize getting a good rating isn't always that easy. Sometimes, even if you do your best to go above and beyond for the rider, things can go wrong during a trip that are totally out of your control. Maybe you get stuck behind an accident, or maybe the rider is simply having a bad day. **We agree that these truly unlucky experiences should not count against you.** This is precisely why we compare your average rating to the ratings of drivers all across the system. We completely understand that everyone gets unlucky once in a while, **so we've built our process so that the low ratings that are out of your control cancel out across the system.**

**The reason the best drivers have a high rating isn't because they have less unlucky experiences -- it's because they master what they CAN control about a ride.** Below, we've provided our top tips for how to avoid low ratings, focusing on things that you can control. If you focus on these tips, and face the unlucky situations with a good attitude, then you will have an outstanding rating.

**Here are our best tips to avoid low ratings:**

1. [Take the best route](#)
2. [Have a great attitude with the rider](#)
3. [Do not begin the trip early](#)
4. [Make sure you pick up the right rider](#)
5. [Do not ask for 5 stars](#)
6. [Do not call the rider right away](#)

## Full Explanations: How to Earn High Ratings

Riders love it when their drivers go above and beyond to provide great service. The little things can make a big difference! Here's the full list of what you can do to show riders you're going above and beyond to provide a great experience:

**1. Offer riders bottled water, snacks, gum, and cell phone chargers.** Riders love it when their drivers have water and snacks for them, and when drivers offer to charge their cell phones. Both are easy things to do, and a great way to show riders you're going above and beyond to provide great service!

**2. Have a clean and well-maintained vehicle.** You do not need to drive a Bentley to receive 5 stars, but riders do expect your vehicle to be clean and in good condition. **We recommend cleaning out all the trash and clutter before EVERY trip.** You should also avoid any strong smells, good or bad (even too much air freshener can be a bad thing). The more pleasant and comfortable your car is, the better chance you'll have of receiving a high rating!

**3. Dress appropriately.** Dressing appropriately shows a rider that you take your work (and their needs) seriously. If you're driving UberBLACK, we recommend a tie and a jacket or vest, since this is what riders expect from a luxury service. If you're driving uberX, we recommend nicer casual clothing.

**4. Open the door and help with luggage and bags.** This is an example of something that takes very little effort, but goes a long way with riders. **Even if the rider insists on opening their own door or loading their own luggage, it's the gesture that counts.** If you show that you're trying to make the extra effort, it will pay off!

## Full Explanations: How to Avoid Lower Ratings

Most of the time, riders LOVE their Uber experiences, and provide a 5-star rating. Occasionally, though, they do provide lower ratings, but many of these situations are avoidable if you have the right information. **See below for an inside look at real data that shows why riders provide low ratings, and our best recommendations for how to avoid these mistakes.**

**1. Know the city, and take the most efficient route.** The most frequent complaint that riders have about their drivers is that they get lost or take an inefficient route (see Figure 1 below to see the most frequent rider complaints). Since you are providing a transportation service to the rider, they consider it a basic expectation that you will be able to get them to their destination seamlessly. We recommend three ways to avoid low ratings from your trip routes:

1. **Learn the city** as much as possible. Use every trip as an opportunity to learn more. If you feel like you don't know the city well enough, it might be worth taking some time to specifically study the city.
2. **Always ask the rider if they have a preferred route**, even if you know the best way. If you take their route and it's wrong, they won't blame you.
3. **Use GPS, only if you must.** It's better to get there quickly with a little help than it is to get lost trying to do it on your own.

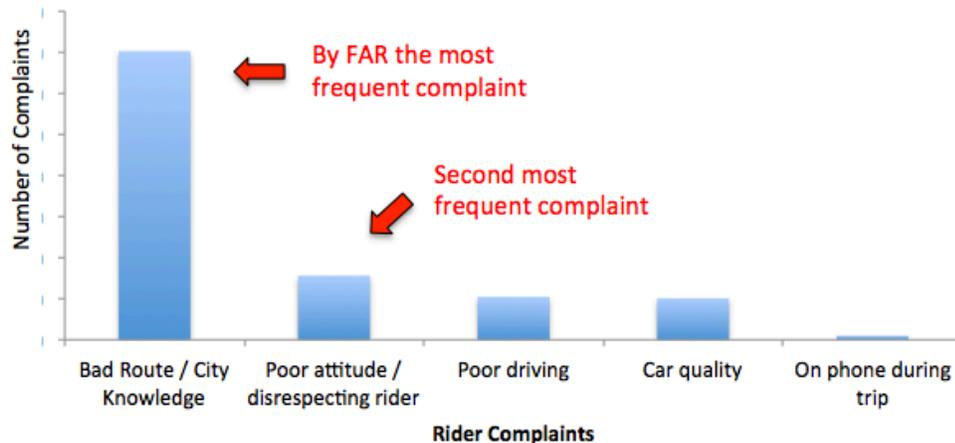
***Extra pro tip:*** always remember that the rider's experience doesn't just start when you pick them up - it starts as soon as you accept the request. If a rider feels like you're getting lost on the way to pick them up (remember that they can see your route), they will likely rate you lower.

**2. Have a great attitude with the rider.** Driver attitude is the second most frequent complaint that riders have about their drivers (shown in Figure 1 below). If your rider feels like you

have a bad attitude with them, it will almost certainly result in a lower rating. Our best advice is to smile! Try to always be friendly and positive, regardless of the rider's attitude.

**Extra pro tip:** Not only is driver attitude a very FREQUENT complaint, it's also a very serious one. Our data shows that almost half of the time a driver has a bad attitude with a rider, it results in a 1-star rating. So this is something that riders clearly take very seriously, and it's something we recommend you remember on every trip!

**Figure 1: Top 5 Most Frequent Rider Complaints**



**3. Do not begin the trip before the rider is in the vehicle, or without their permission.** If a rider feels that you started the trip early (or ended it late), or without their permission, **they will almost always rate you a "1."** The data is shown in Figure 2.

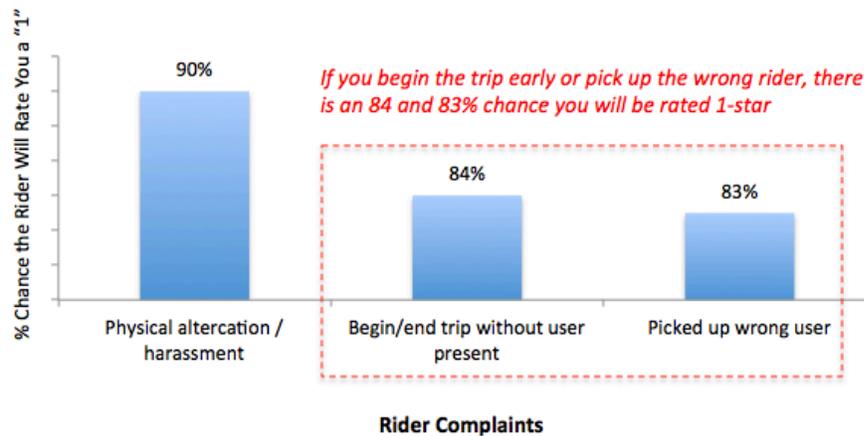
Here's the best way to ensure this doesn't happen:

1. **Make sure the rider is in the vehicle when you start and end the trip.** If you have to enter their destination into your GPS, do it BEFORE you start the trip.
2. **Make sure the rider actually sees you start and end the trip.** If they watch you start and end the trip, they won't think you're overcharging.

**4. Make sure you pick up the right rider.** Just like starting the trip early, **picking up the wrong rider will almost always lead to a 1-star rating.**

This one is easy to avoid. If your rider's name is John, don't confirm him by asking, "are you John?" If you do this, then anyone could simply say yes and hop in your car for a free ride. **Instead, simply ask, "May I please have your name?"** If he says his name is John, then you know you're picking up the right person. See figure 2 below for the rider complaints that most often lead to a 1-star rating.

**Figure 2: Complaints That Lead to a 1-Star Rating Most Often**



Notes on Figure 2: A physical altercation or rider harassment obviously leads to a 1-star rating the most often, and it will also most likely lead to the deactivation of your account. Thankfully, this almost never happens. "Begin/end trip early" and "Picked up wrong user" happen much more often, and are very avoidable mistakes. **The takeaway is that riders hate feeling like they're being overcharged or mischarged.**

**5. Do not ask for 5 stars.** Asking for 5 stars actually hurts your rating. Riders do not like feeling pressured to give their drivers a high rating. This includes telling the rider that you are going to rate them 5 stars, or hinting that you'd like 5 stars. **We realize it's tempting to do, but if you resist, and simply provide a great experience, then your rating will take care of itself!**

**6. Do not call the rider right after accepting, or right upon your arrival.** Riders already get notification texts when you hit "arriving now," so there's no need to call them to let them know you're waiting for them. Riders do not like feeling rushed, and **they will likely rate you lower if you call them too soon. Instead, we recommend waiting at least 5 minutes before calling or texting, unless you are stuck in traffic and think that you will be later than the ETA.**

## Part 3: Addressing Some Common Questions and Concerns

In this section, we'll give you an inside look at how riders rate their drivers in order to address some "myths" about driver ratings.

Since we've gone through the basics with you already, this is where we get into the really interesting stuff.

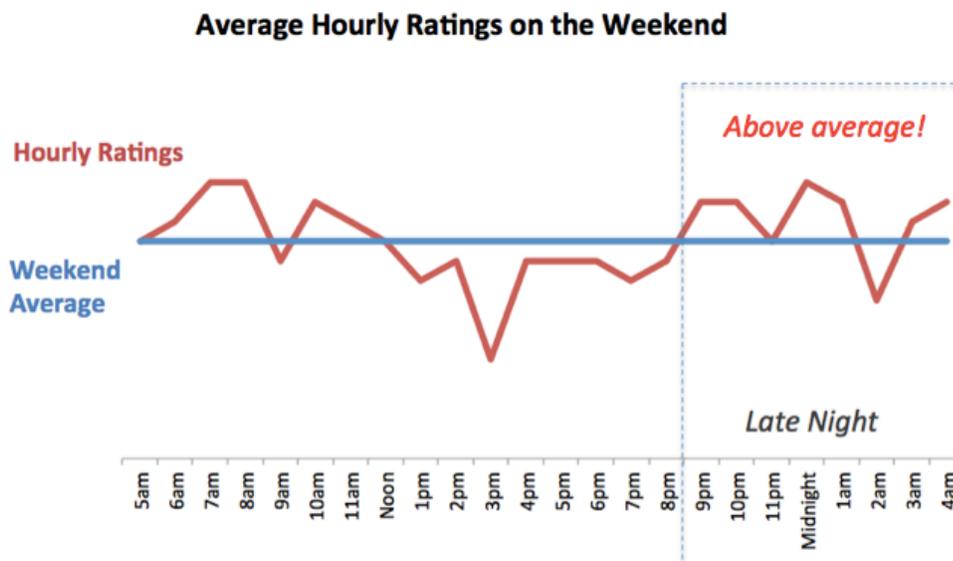
Each section below will address a different question or concern that we often hear from drivers. These concerns are perfectly understandable, but we want to take this opportunity to show drivers that they don't need to worry as much about these issues as they do. Hopefully this will help address some of your biggest concerns!

### 1. "Riders rate me lower during weekend nights and at busy events"

#### Ratings are actually better on weekend nights:

We understand that some drivers are concerned about doing trips on weekend evenings, fearing that as the night goes on, their ratings drop. We've looked at the data, and you can rest assured, because **this is not true**. **Believe it or not, on weekends after 8:00pm, driver ratings are HIGHER than average!**

In case you find this hard to believe, see below for a chart showing how driver ratings during each hour of the weekend compare to the overall average for the weekend. You'll see that during the busy late-night hours, the ratings tend to be higher than the other hours of the day!

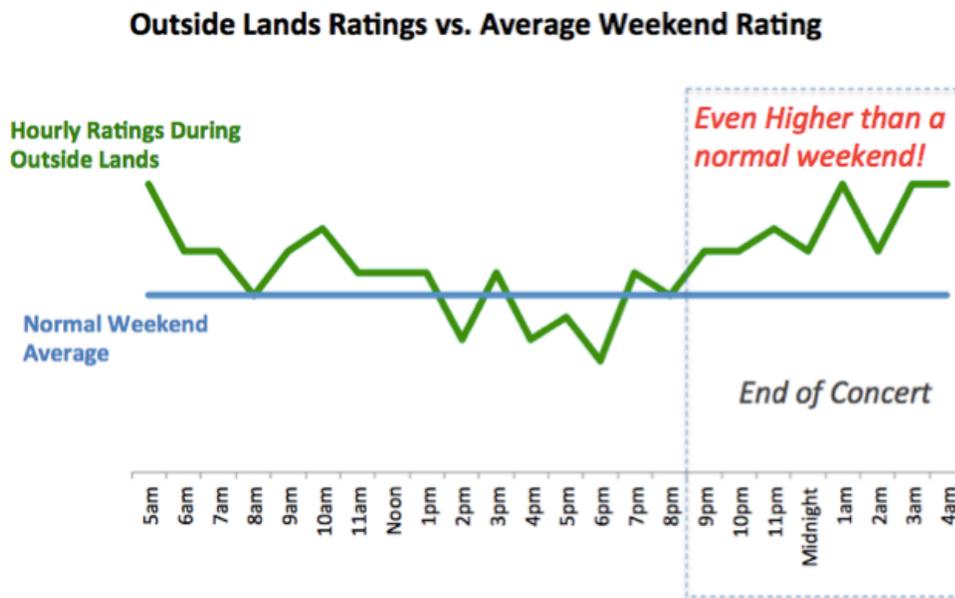


### **Ratings are also better at big events like Outside Lands:**

We also realize that many drivers are concerned about the ratings they get during times of heavy traffic and big crowds, **but these are also the times that drivers receive some of their highest ratings.**

Let's use Outside Lands, one of SF's busiest weekends of the year, as an example. The chart below compares the hourly driver ratings at Outside Lands to the average for a normal weekend. As you can see, **the busiest hours (when people are leaving the concert) are also the hours when drivers are receiving the highest ratings. This is an amazing result!**

**What's even more amazing:** If you compare the hourly ratings from a normal weekend (the red line in the chart above) to the hourly ratings from Outside Lands weekend (the green line from the chart below), **you'll see that the ratings during the busiest Outside Lands times are HIGHER.**



### **How is this possible? Riders appreciate your service!**

We understand that Outside Lands and weekend nights are some of the most stressful times for you as a driver: there is a lot of traffic, it is hard to find the correct riders, and the riders may have had a drink or two. Riders can be particularly lively, and occasionally difficult, in these situations, but this does not necessarily mean they don't still appreciate the service you're providing.

**In fact, the message they are sending in their ratings is clear: they appreciate your service EVEN MORE in these situations! Riders recognize when the conditions are tough, and these are the times they feel the most grateful for the outstanding service you provide.**

So next time you're considering driving on a weekend night or at a busy event but are concerned about your rating, we hope you know there's no need to worry!

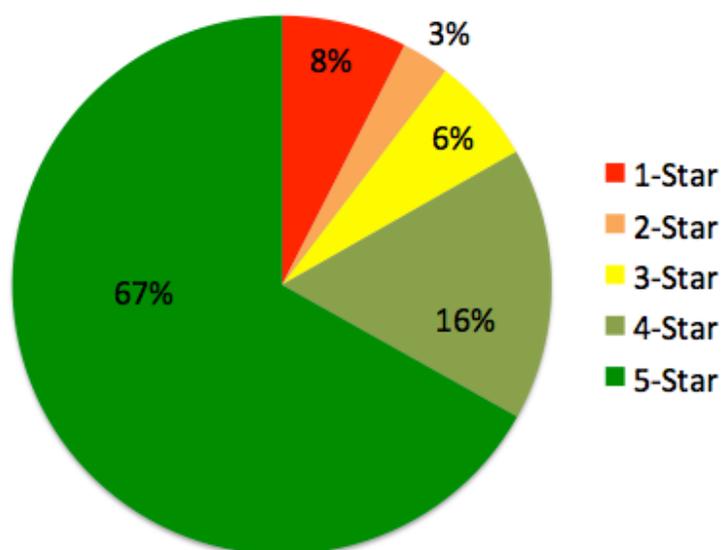
## 2. “The rider seemed to be in a bad mood, so I’m sure I got a bad rating”

Drivers often talk to us about trips on which they're certain they were rated 1-star. Even though we don't reveal individual trip ratings, we've found that most of the time the driver's rating is higher than they expect on that trip.

**In fact, only 5% of ALL trips are rated 3-stars or lower, and only 1% of trips are rated 1-star.** Riders rate generously when rating their drivers! The VAST majority of ratings that drivers receive are 5-stars.

**Here's where it gets really interesting: Even on trips where you rate the rider 1-star, chances are that you were given a good rating.** In the chart below, you'll see that when you rate the rider 1 star, they also give you 1 star only 8% of the time! In fact, 2 out of 3 times, they actually rate you 5-stars!

**When You Rate a Rider a 1, What Do They Rate You?**



**The takeaway here his simple: just because a rider is difficult does not mean that they will give you a low rating.** Riders DO give low ratings occasionally, but they usually have more to do with driver mistakes, such as getting lost on a trip, starting the trip early, or having a negative attitude with the rider.

So next time you think that a rider may be having a bad day and that they will rate you negatively because of it, don't worry too much. Very often, they still reward you with a great rating!

### 3. “I made a mistake on one trip. Is my rating going to drop significantly?”

Of course not! No one is perfect, and we understand that. Because your driver rating is based on an average of all your ratings from riders, 1 low-rated trip is not going to hurt you. We've built the system so that good drivers aren't penalized for a low rating or two. As long as the rating didn't come as a result of a "zero-tolerance" issue, and as long as the low ratings don't continue regularly, **then one or two bad trips won't significantly affect your rating.**

**In fact, a 4.8-rated driver with 300 completed trips would need 8 1-star ratings to drop to a 4.7.** So if you feel that you get unlucky on a trip or two (accidentally take a wrong turn, get caught in traffic) and are afraid of receiving a low rating, don't stress too much. As long as you recover on the next trip, your overall rating will be fine!

### 4. “I forgot to go offline, and I missed a couple requests. Is my rating going to drop?”

We talked about this in Part 1 of the Rating System Overview, but it's worth mentioning again: **you only receive ratings from riders on trips that you complete.** That means cancellations and any trip requests you don't accept do not count against your rating. As a reminder, we do still track driver acceptance rate and cancellation rate, but your star rating is not affected by cancelled or unaccepted trips.

**We hope this has been helpful!**

Our goal with the Rating System overview has been to provide you with the best information possible to help you continue to be successful on the Uber system!

We hope it has been helpful, and we would love to answer any questions you have!

**Uber San Francisco**