

Priority Customers (Platinum)

“ This page only applies if your account has **Priority Customers (Platinum) evaluation enabled**. It is not part of the core flow — it runs as an extra layer on top of it, only for stores where it's switched on, and only when there are Platinum orders to consider.

What it does

When enabled, the dispatcher runs a **double simulation** for each store before committing to a decision:

1. **Normal run** — orders are processed in their regular order.
2. **Platinum-first run** — Platinum orders move to the front of the queue and get a little more delivery-time flexibility.

The two results are compared, and the dispatcher picks whichever one better protects Platinum orders **without excessively harming regular orders**.

How the choice is made

1. Are there at-risk Platinum orders in the normal run?
 - **No** → use the normal run as-is. The second simulation never runs.
 - **Yes** → continue.
2. Run the Platinum-first simulation.
3. Count how many regular orders would be *newly* harmed by it.
 - **Below the impact threshold** → use the Platinum-first result.
 - **At or above the threshold** → discard it and use the normal result.

A Platinum order counts as "at risk" if it wouldn't be assigned at all, or if its estimated delivery would fall outside an acceptable refund-risk window.

What you can configure

Setting	What it controls
Enable / disable	Turns the entire layer on or off
Buffer minutes	Extra delivery-time flexibility given specifically to the Platinum-first simulation
Impact threshold	Maximum number of regular orders allowed to be newly harmed before the Platinum-first result is rejected

What it deliberately does not do

Platinum protection works **only** through the double simulation above. There is no rebalancing of existing routes to make room for a Platinum order — that limit and the others are listed in [Known system boundaries](#).

Platinum status also plays no part in ordinary reassignment ([When an order changes driver](#)) or in the Last-Option queue order ([Last-Option: the final safety net](#)).

If the layer is not enabled, Platinum orders are treated exactly like any other order.

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