

# Pummel The Competition With Route Optimization Software



Route**4**Me

eBook  
*Series*

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## **Save Time, Save Gas, And Make More Money**

Planning routes with pen and paper is incredibly time-consuming. In addition to figuring out which roads your drivers must take to get to your customers, you also need to account for traffic, weather, construction, customer availability, and other factors.

If you have dozens of customers and multiple drivers, that process can take hours.

But with route optimization software, it only takes 30 seconds to plan your routes. All you need to do is plug in your addresses, and the software takes care of the rest.

# Same Day? No Problem

**Do you think that only businesses with fewer clients can handle same-day deliveries?**



Think again. More efficient routes allow your drivers to be more productive. They'll be so much more productive that you'll be able to offer same-day delivery to your customers.

Not every company can pull that off. You'll have a service that sets you apart.



# No More Left Turns

According to [Business Insider](#), UPS instructs its drivers to avoid left turns as much as possible. This policy saves UPS hundreds of millions of dollars every year.

Think about it: when a driver goes to take a left turn, they don't have the right of way. They need to wait for traffic to clear before they can go, and there's no telling how long that will take. All that idling eats up a lot of time and gas...

It's better to just avoid left turns (and u-turns, for that matter) entirely. Luckily, route optimization software has a feature that lets you do exactly that.



# Sunrise/Sunset Restrictions

Also, you can use route optimization software to prevent your drivers from driving east during sunrise or west during sunset.

That stops your drivers from trying to drive with the sun in their eyes, which will help them avoid accidents and be more productive.



# Improve Your Reputation And Attract More Customers



Route optimization software makes it easier for your drivers to show up on time.

Your customers will love that. Remember, satisfied customers will recommend your service to their friends and family. These personal recommendations are the absolute most effective way to attract new customers to your business.

A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Metairie Cemetery and New Orleans Country Club.

# Start Your Free Trial Today

See for yourself what Route4Me can do for your bottom line

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And have our small business routing experts  
set up routes for your business

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