

# The Payoff of Route Optimization: 5 Ways to Successfully Boost Profits



eBook  
*Series*

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# Save Time, Save Gas, And Make More Money

The goal of every business is growth. As time passes, you want to expand your business and serve more customers, because that's the best way to increase your profit margin.

Route optimization software will help you do exactly that.



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# **3 Key Features Of Route Optimization Software**



# GPS Tracking

Route optimization software guarantees that every route you give your drivers is the most efficient route possible.

But that won't do you any good if your drivers don't actually follow the routes you give them.

The route planner you invest in should have a GPS tracking feature. It shows you what your drivers are doing in real-time, so you can always make sure they're sticking to their routes and staying on schedule.



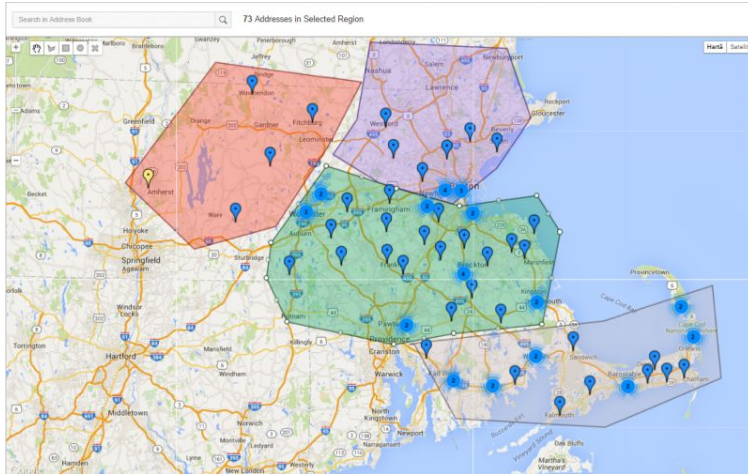
# Turn Restrictions

UPS saves 10 million gallons of gas every year by avoiding left turns.

How's that? Well, when your drivers turn left, they usually don't have the right of way. They need to wait for traffic to clear to take the turn, and there's no telling how long that will take. All that waiting wastes a lot of time and a lot of gas. You'll be better off if you avoid left turns entirely.

Because of this, some route planners allow you to design routes that take you to all your stops while avoiding left turns.

# Territory Mapping



With territory mapping, you can split your service area up into different territories and assign a driver (or team of drivers) to each territory.



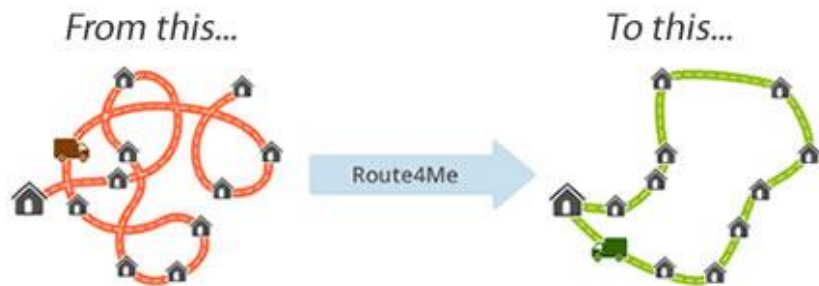
# **5 Ways To Increase Your Income With Route Planning Software**

# #1

## Convert More Prospects Into Customers

The more prospects a sales rep visits in a day, the more people they'll be able to convert into paying customers.

Having more efficient routes means your reps can visit more prospects every day without having to rush to do so.





# #2

## Use Less Fuel

Having more efficient routes also means you don't need to use as much fuel to visit all your customers.

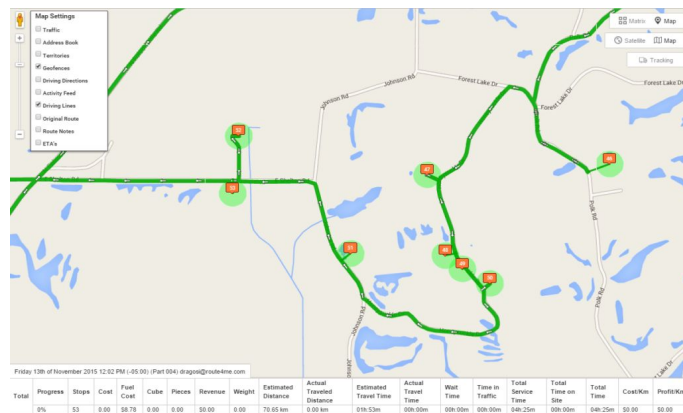
Gas is one of your biggest expenses, right? Route mapping software will reduce that expense significantly.



# #3

## Make Your Fleet More Productive With GPS Tracking

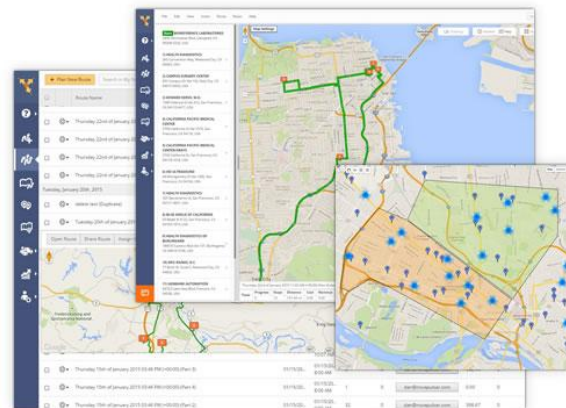
All workers tend to slack off a bit when they're unsupervised, and drivers are almost always unsupervised. GPS tracking lets you keep an eye on your drivers, which will help you get the most value out of your payroll dollars.



# #4

## Make Your Fleet More Productive With Territory Mapping

Sending your drivers back and forth across your entire service area is a waste of time and money. Splitting your service area up into different territories allows your drivers to be more efficient.



# #5

## Attract New Customers

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

That'll make your customers happy, and happy customers will naturally recommend your service to their friends and family. These personal recommendations are a very 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.

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