

The Definitive Guide to Route Optimization



Route**4**Me

eBook
Series

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What's The Deal With Route Optimization?

In 1959, National Medal of Science-winning mathematician George Dantzig and another researcher, John Ramser, published “The Truck Dispatching Problem”. It included the very first algorithm for optimal route planning.

In layman's terms, route optimization is the process of using complicated math stuff to find the most efficient way to visit a set of addresses. This has practical applications for courier companies, propane delivery services, and every other business that sends employees out to meet with customers.

[illegible]

It can take hours to do this by yourself.

But there's no reason to do this by yourself. With route planning software, you just need to plug in your customers' addresses, and then your optimized route will be ready in 30 seconds or less. Just imagine what you could do with all that extra time...

The Direct Economic Benefits Of Route Planning Software



Another problem with manual route planning is that there's no guarantee the routes you come up are 100% efficient. In fact, they probably won't be. You'll make your employees drive more than they have to.

Drivers are expensive. You need to pay for their salaries, of course, and you're also on the hook for gas, vehicle maintenance, and other expenses.

Route optimization software will make these expenses as small as they can be, as it allows you to visit all your customers while traveling fewer miles and using less gas.



There Are Indirect Benefits, Too

Giving your drivers the most efficient routes possible helps your drivers show up on time more often.

That'll make your customers happier, which will inspire them to recommend your service to their friends and family. These kinds of personal recommendations are the absolute most effective way to attract new customers to your business.

Route optimization software doesn't just reduce your expenses - it increases your income as well.



Route Mapping Software Can Do More Than Just Plan Routes For You

GPS Tracking Puts You In The Passenger Seat

Of course, route optimization software won't do you much good if your drivers don't actually follow the routes you give them.

That's why you want your route planning solution to have a GPS tracking feature.

GPS tracking will show you where your drivers are and how fast they're going in real-time, so you can make sure they're sticking to their routes and staying on schedule.



Organize Your Operation



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Ideally, the route planner you invest in will also have features that make it easier to organize your fleet, such as:

Color Coding - With this feature, you can assign a color to each of your stops. This will help you keep your priorities straight. For example, if you run a sales organization, you can make your hot leads red and your cold leads blue. That way, you know which stops are most worth your time.

Territory Mapping - Instead of sending your drivers back and forth across your entire service area, you should break your area up into different territories and assign a driver to each territory. That'll save you a fortune on gas.

Make The Most Of What You Got

Running a company is tough these days. The internet and the forces of globalization have burdened businesses with more competition than ever before. You'll need to make the most of your resources in order to survive, let alone thrive.

Route optimization allows you to save time, save gas, and make more money.



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A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Mississippi River and the French Quarter.

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