Route Optimization - The WD40 for Your Delivery Machine

Route4Me

eBook Series

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The Problem With Pen And Paper Route Planning

Planning routes with pen and paper is incredibly time-consuming. If you have dozens of customers and multiple drivers, it can take hours.

It'd be one thing if all this time and effort was guaranteed to pay off. But that's just not the case. Route planning is complicated (you need to account for traffic, construction, weather, etc.), so it's easy to make a mistake and accidentally delay your drivers.

Reputation Is Everything

Your customers expect your drivers to show up on time. Just one delayed delivery is bad for your reputation. Multiple delays would be much worse.

Indeed, punctuality is the key to success. If you can't manage to show up on time consistently, your customers won't stay your customers for long.

Route Optimization Software Helps You Keep Your Customers Happy

Throw out the map. Take your pen and chuck it out the window. You won't need them anymore. Not after you adopt route optimization software.

Such software guarantees that every route you give your drivers is 100% accurate and optimized. Your drivers will be able to show up on time, every time.

Shave Hours Down To Seconds

In addition to accuracy, another benefit to using route optimization software is speed.

As we already mentioned, planning routes with pen and paper can take hours. But when you have a route planning program, all you need to do is plug in your customers' addresses, and your route will be ready in less than 30 seconds.
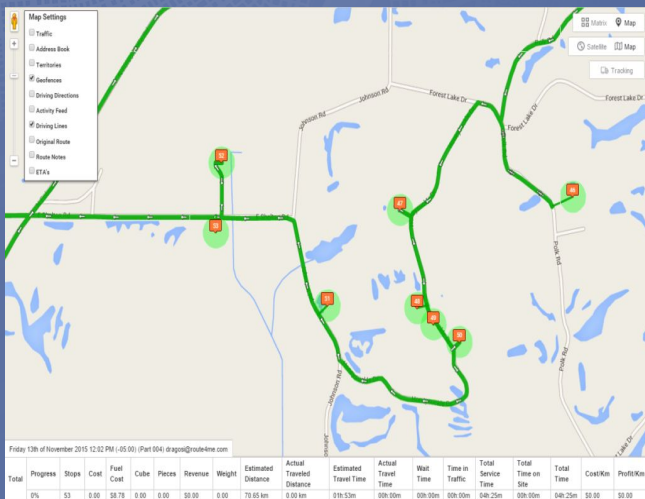
Route Optimization Software Keeps Your Delivery Machine Running Smoothly

Dynamic Routing

Planning routes with pen and paper is slow work, and it's also inflexible.

What if a customer calls in at the last minute and asks you to make a delivery to a different address? Changing one stop affects how you approach every other stop on your route. You'd pretty much need to start from scratch, and you might not have time for that.

Accommodating such a request is easy with route optimization software. It only takes 30 seconds to create and optimize a completely new route, so changing an address or two is no problem.

Geofencing

Some route planning programs have a geofencing feature, which allows you to draw custom borders over a real-world map. You can set it up so that certain actions are triggered when your drivers crosses through a geofence.

One use of geofencing is to give your customers a head's up when your driver is about to arrive. They'll appreciate the notice.

Another use of geofencing is automating the check-in/check-out process. That'll save your drivers about 30 seconds or so at each stop. 30 seconds may not sound like much, but it adds up. Over time, you'll save countless hours and a whole lot of money.
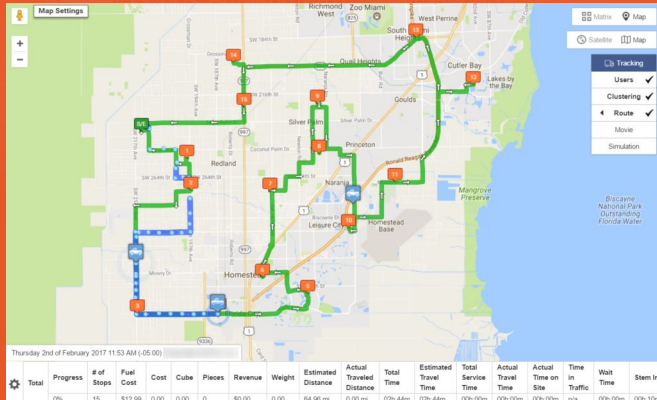
GPS Tracking

You should also look for a route planning program that has a GPS tracking feature.

GPS tracking shows you where your drivers are at all times, so you can make sure they're sticking to their routes and staying on schedule.

GPS tracking shows you how fast your drivers are going, too. That way, if one of your drivers starts speeding or driving recklessly, you can catch them in the act and tell them to cut it out right away.

Save Time, Save Gas, And Make More Money

Route optimization software allows you to make the most of the resources you already have.

More efficient routes means you can visit all your customers while using less gas. It means you can serve more customers without hiring more employees. By reducing your expenses and increasing your revenue, route planning software will seriously improve your profit margin.

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

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