

Asking The Right Questions: How To Evaluate A Route Optimization Platform



Route4Me

eBook
Series

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You Have More Than One Option When It Comes To Route Planning Software

By using software to optimize your routes, you can guarantee that every route you give your drivers is the most efficient route possible. You'll save time, save gas, and make more money.



How Do You Know Which Program Is Right For You?



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Not all route planners are equal. Some have needlessly complicated interfaces that are difficult to navigate. There are other potential problems you need to watch out for as well, such as hidden fees and poor customer support.

Before you commit to a particular route planning program, ask yourself the following questions first:

Question #1

Is It Cloud-Based?



There are two kinds of route optimization software: on-premises and cloud-based.

On-premises software is installed directly onto your servers. The problem with this setup is that it makes it hard to communicate with your employees when they're off-campus.

If your driver leaves the office and then a customer calls in to tell you to go to a different address, it'll be too late for you to change the route. You'll need to call the driver and give them the new directions over the phone, which will probably be more confusing than helpful.



Coordination Isn't An Issue With Cloud-Based Software

Instead of being installed on your own servers, cloud-based software is installed on the provider's servers and you access it remotely over the internet.

That means you and your drivers are essentially using the same program at the same time. Whenever you make a change to a route on your office computer, that change will be automatically shared with the driver on their mobile app. Last-minute requests are easy to accommodate.

Question #2

Is It Easy To Use?



Route Optimization Software Won't Do You Any Good If Your Drivers Can't Figure Out How To Use It

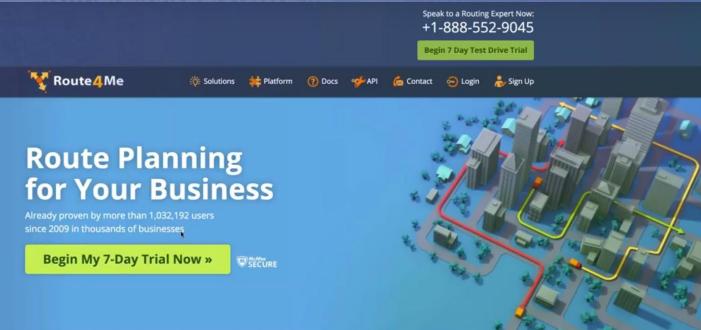
Interface is important. Learning new software always takes a little time, but it shouldn't be that hard.

The whole point of route optimization software is to make your drivers more efficient. A clunky, confusing interface will end up slowing your drivers down instead.

Pick a route planner that's easy to use. Your drivers will thank you for it.

Question #3

Do They Offer A Free Trial?



Try It Before You Buy It

How will you know if software is easy to use before you purchase it?

That's why a free trial is necessary. It allows you to confirm that you're actually getting what you want before you make an investment.

If a software company isn't confident enough in their product to let you try it out for free, then their product isn't worth your time or money.

Question #4

How Responsive Is Their Customer Support?



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You Don't Want To Be Left Hanging When You Need Assistance

The free trial also allows you to test a company's customer support.

Even if you don't run into a problem during your trial, give their support line a call anyway. Did they pick up the phone, or did you need to leave a message? If you left a message, how long did it take for them to get back to you?

Send over an email, too. How long did it take them to respond to that? Is there an online chat you can use to talk to them in real-time?



Route Optimization 24/7

Every hour you can't access your route optimization software is an hour when your business isn't as efficient as it could be.

You don't want to commit to a company that won't be there to help when you're in need.

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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