

The 3 Essential Components of a Route Planning Solution



Route4Me

eBook
Series

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Times Are Changing, Whether You Like It Or Not

The internet has burdened businesses with more competition than ever before.

Your customers have options - if you can't keep them happy, you'll lose them to one of your competitors.

Satisfying your customers can be difficult. Route optimization software will help.



The Many Benefits Of Route Optimization Software

Route optimization software allows you to:

- Improve productivity
- Reduce fuel costs
- Improve customer satisfaction
- Make more money



But not all route planners are equal. The best route planners share the following three components:



#1: GPS Tracking



See Where Your Drivers Are

Workers of all kinds tend to slack off a bit when they're unsupervised, and drivers are almost always unsupervised.

They might be stopping for snacks or even running personal errands while they're on the clock. You can't see them, so how do you know?

GPS tracking is how. You'll always know where your drivers are. Whenever you want, you can check in on a driver and confirm that they're doing what you're paying them to do.



See How Fast They're Going, Too

GPS tracking will also show you how fast your drivers are going.

Speeding is a waste of gas, and it puts your drivers at greater risk of getting into an accident.

If one of your drivers starts speeding, you'll know about it immediately when you have GPS tracking. You can get them on the phone and tell them to cut it out right away.

Even when you're not looking at GPS tracking data, it makes your fleet safer. Drivers are less likely to drive recklessly in the first place when they know they're being watched.



#2: User-Friendly Interface

Ease Of Use Is A Must

Of course, a route planner won't do you any good if your drivers can't figure out how to use the dang thing.

The whole point of route optimization software is to make your drivers more productive. A complicated interface will end up slowing them down instead.





#3: No Hidden Fees

Don't Get Nickel And Dimed

Many software providers will entice you with a low upfront cost, only to hit you with a barrage of hidden fees once you commit to a contract.

Setup fees, maintenance fees, route limits... make sure the route planner you invest in doesn't bother you with any of that.



The Numbers Don't Lie

- Route optimization software will make your routes 25% to 35% shorter
- Planning routes with software takes 30 seconds or less
- Receive a 300% return on investment from fuel and other expenses



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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