

Personalized Delivery: How To Double Your Customer Satisfaction Rates



Route4Me

eBook
Series

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Route Planning Ain't Easy



It's hard enough just figuring out which roads your drivers need to take to reach your customers.

On top of that, you need to account for traffic, weather, construction, customer availability, and other factors, too.

Trying to do all of this by yourself can lead to disaster. It's easy to forget to account for one factor or another. Doing so can seriously delay your drivers, which is sure to upset some of your customers.



Automation Is Your Salvation

There's no reason to plan routes by yourself, though.

With route mapping software, you can automate the route planning process. Such software guarantees that every route you give your drivers is 100% accurate and optimized.

That means it'll be much easier for your drivers to show up to all their stops on time, so you can keep your customers happy and maintain a good reputation.



Route Optimization Isn't The Only Thing A Route Planner Can Do For You

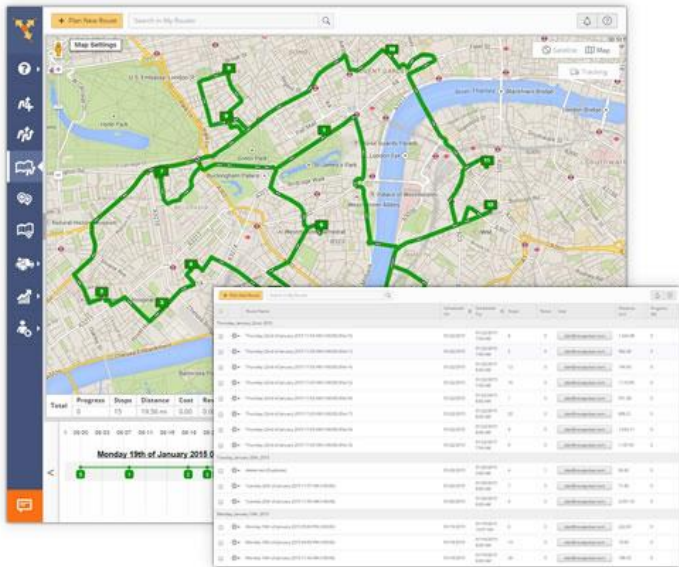
Keep An Eye On Your Drivers

Not all route planners are equal.

Make sure the route optimization software you invest in comes with a GPS tracking feature.

Do you know what your drivers are doing when they're on the road and out of sight? They might be stopping for unsanctioned breaks or even running personal errands while they're on the clock... you can't see them, so how do you know?

GPS tracking will show you where your drivers are in real-time. Whenever you want, you can make sure a driver is doing what you want them to do.





ETAs That Update Automatically

GPS tracking improves your ETAs.

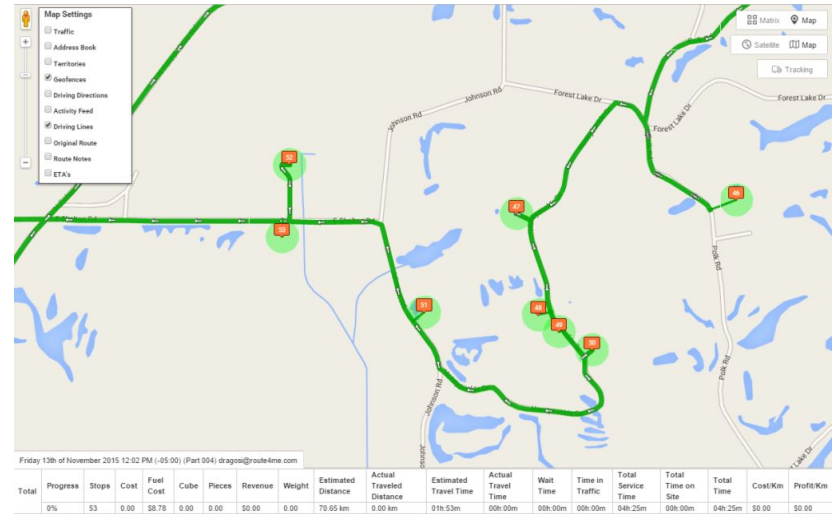
Instead of being based on some vague estimate, GPS tracking allows ETAs to be based on the actual location of your driver's vehicle. When there's a delay, the customer will know about it immediately.

Delays are never ideal, but the sooner the customer is informed, the better. You don't want to keep them waiting around for nothing.

Give Your Customers A Heads Up

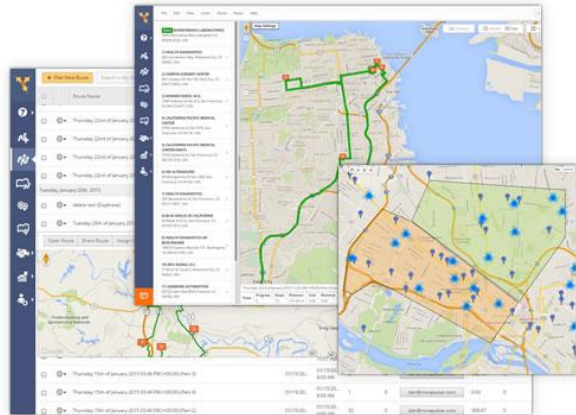
Also, make sure your route planner has a geofencing feature.

You can use geofencing to automatically notify customers when your drivers is about to arrive. They'll appreciate the notice, and it'll help your driver complete the stop quickly, so they can move on and make it to their next stop on time.

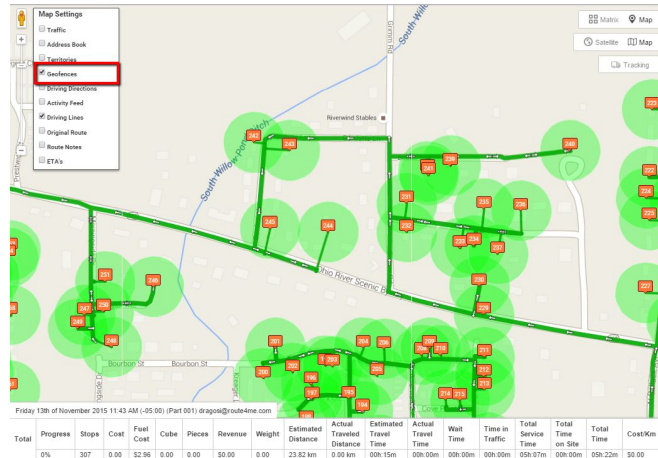


The Many Benefits Of Route Optimization Software

Show Up On Time,
Every Time



Keep Customers In
The Loop



See What Your Field
Staff Is Up To



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