

# Route Planning Tips and Tricks



eBook  
*series*

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+1-888-552-9045





# Route Planning's Role In Your Business

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Running a business is hard, especially when you need to send employees out to meet with your customers instead of having your customers come to you. In that case, you need to worry about designing efficient routes for your drivers, in addition to setting company policy, seeking new revenue streams, and everything else involved with business management.

Designing routes can be ridiculously complicated. Traffic, weather, construction, and other factors need to be accounted for. It's just about impossible to design accurate and optimized routes by yourself.

# Designing Perfect Routes in Minutes

But there's no reason to plan routes without any help. Route optimization software does all the hard work for you. Route4Me can design perfect routes in less than 30 seconds. All you need to do is plug in the addresses of your customers, and our software does the rest. Learn more on our features on the next page.





# 6 Route Planning Tricks for Business Owners

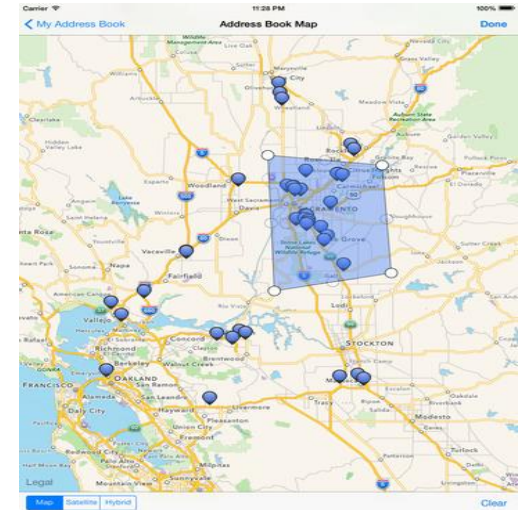


# Trick #1

## Avoidance Zones

Is there an intersection in town that tends to be particularly busy? Or maybe there's a construction project that's blocking traffic and slowing your drivers down?

Route4Me's interactive map feature, you can draw zones around such areas. After you've done that, our software will find a way for you to visit all your customers while avoiding the areas you want to avoid.

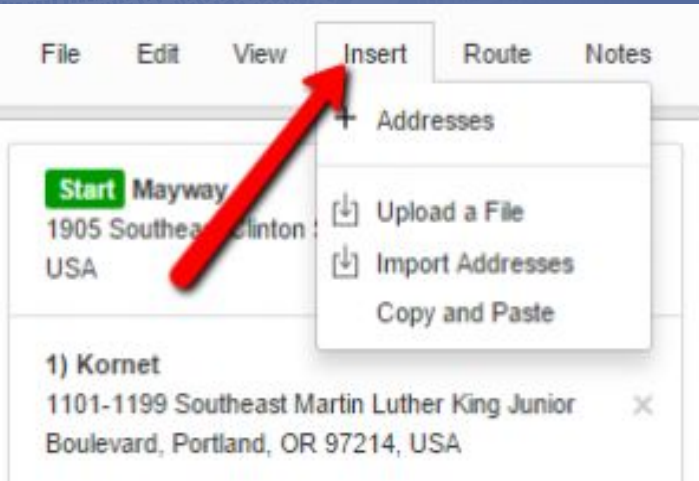


# Trick #2

## Automatic Address Double-Check

Using Route4Me is easy. Basically, all you need to do is upload a spreadsheet of the addresses you want to visit. But what if you make a data entry error and one or more of the addresses you upload is incorrect?

Don't worry about it. Route4Me automatically reviews all your addresses after you enter them in, and anything that looks fishy gets flagged. You'll have a chance to fix incorrect addresses before your route is planned.



# Trick #3

## eSignature Software

Paper confirmation slips are easy to lose, especially if you're collecting dozens of them every day.

If a customer disputes a delivery and you've lost the confirmation slip, what are you going to do?

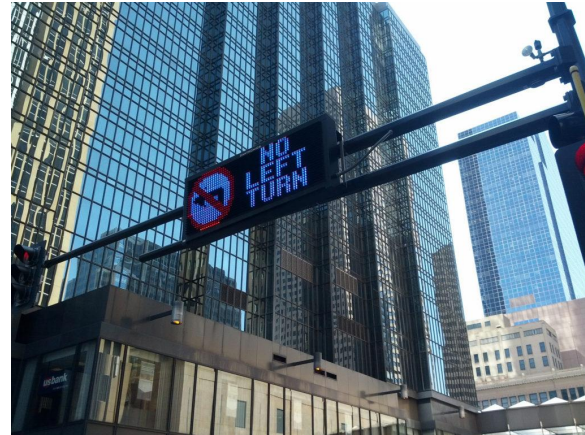
Route4Me's eSignature feature allows your customers to sign for deliveries directly on your drivers' smartphones. You'll never lose a confirmation again.



# Trick #4

## Avoid Left Turns And U-Turns

Have you ever noticed that UPS trucks rarely turn left? That's because the amount of time it takes to turn left is unpredictable. In most cases, you don't have the right of way, so you need to wait for traffic to clear before you can take the turn. The same goes for U-turns.





Idling while waiting to take a turn will delay your drivers - and it's a huge waste of gas, too. In fact, UPS saves 10 million gallons of gas every year by avoiding left turns.

It'd be very confusing to figure out how to avoid these turns if you plan routes manually. With Route4Me, all it takes is a couple clicks to design routes that completely avoid left turns and U-turns.

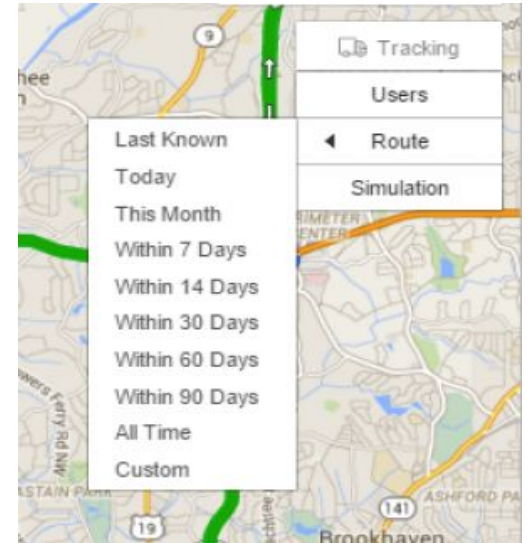


# Trick #5

## Track Driver Activity In Real-Time

Route4Me lets you track your drivers in real-time. That way, you can make sure your drivers are sticking to their routes and staying on schedule.

You can see how fast your drivers are going, too. If they're speeding, you'll know about it immediately, so you can tell them to cut it out immediately.



Stopping your drivers from speeding will save you gas, and it also reduces the risk of your drivers getting into an accident.

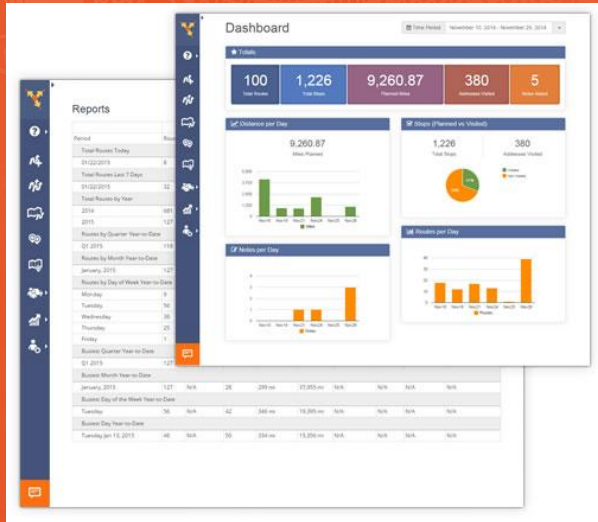
You don't need to look at this information in real-time if you don't want to. Route4Me saves tracking history, so you can review it whenever you find a convenient time.



# Trick #6

## Understand Your Business Better With Analytics

The Route4Me account dashboard provides you with a visual summary of your routing information for a given period. You can view detailed graphs for the following categories: Distance (Planned vs Actual), Stops (Planned vs Visited), Stops per Day (Planned vs Visited), Time (Planned vs Actual), Average Time On Site vs Allocated Service Time, and Routes per Day.



Access to this data will allow you to evaluate your expenses, monitor driver performance, and make more informed business decisions.



# Start Your Free Trial Today

See For Yourself What Route4Me Can Do For Your Bottom Line  
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Will Get You Set Up Right Away