Predictive Delivery Times: Engineer Tight Delivery Times with Route Optimization

Route4Me | eBook Series

Route Planning Ain't Easy

Not all customers are the same. Some are available pretty much all day, while others are only available in the afternoon, and still others are only available in the morning.

Different time windows can make planning routes a nightmare. It's hard enough trying to adjust your routes to traffic, construction, and weather. Then you need to add time windows on top of all that? Good grief...

You Need Software To Make Tight Delivery Schedules Work

Indeed, route planning is incredibly complicated when you need to account for time windows. It's so complicated that it's easy to make a mistake if you plan routes manually, especially if you have dozens of customers to worry about. Making one mistake can mess up your entire route, and every single time your driver shows up late will hurt your reputation.

Don't let that happen. Use route planning software instead. With route optimization software, all you need to do is plug in your customers' addresses and set the acceptable time window for each customer. After that, your route will be ready in 30 seconds or less!

After The Planning Comes The Follow-Through

Use GPS Tracking To Make Sure Your Drivers Do What You Want Them To Do

Planning a route is one thing. Executing it is another.

Route mapping software provides you with accurate and optimized routes, but those routes won't do you any good if your drivers don't actually follow them.

With GPS tracking, you can see where your drivers are and how fast they're going in real-time. Whenever you want, you can check in on a driver and make sure they're sticking to their route and staying on schedule.
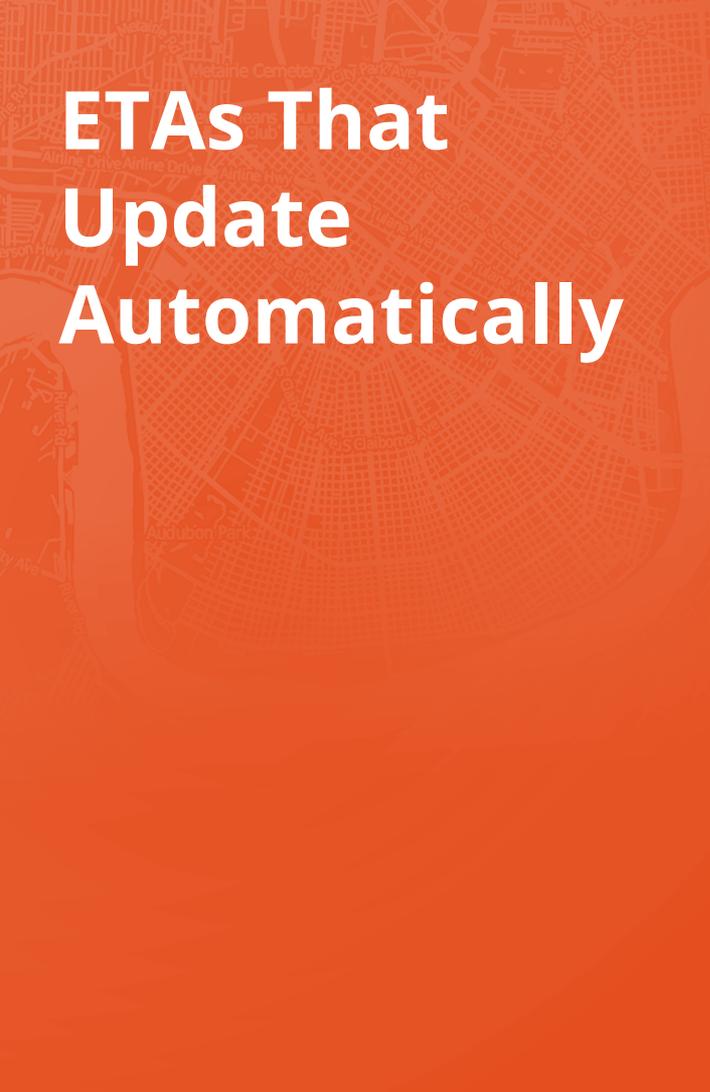
ETAs That Update Automatically

GPS tracking also makes your ETAs highly accurate.

That's because, with GPS tracking, the ETA isn't based on some vague estimate of when the driver will arrive. It's based on the actual location of the driver's vehicle. If there's a delay, the customer will know about it immediately.

Delays are never ideal, but the sooner your customer knows about it, the better. That way, the customer can adjust their own schedule and do something other than wait around for you, so they won't resent the delay as much.

Happy Customers Are Good For Business

Overall, route optimization software allows your drivers to show up on time more often. It makes it easier for customers to check up on the status of your drivers, too.

Those two benefits will help you keep your customers happy, and happy customers will recommend your service to their friends and family. These personal recommendations are the absolute most effective way to attract new customers to your business.

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

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