

# Creating and Optimizing a Dispatching Process



eBook  
*Series*

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# What Does Route Planning Software Do?

Route planning software helps businesses create and optimize routes.

“Optimizing” a route means figuring out the most efficient way to visit a set of stops. The more efficient the route, the more time and gas the business will be able to save.

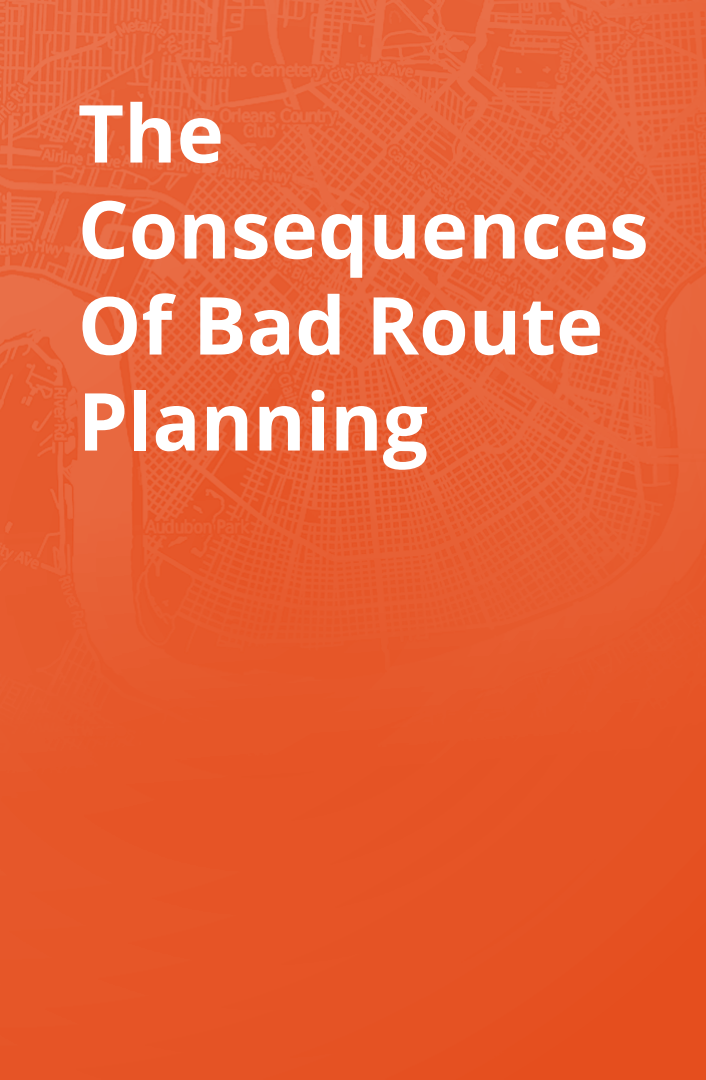


# Why Not Just Plan Routes Myself?



Route planning is complicated. There's more to it than just figuring out which roads your drivers need to take to get to your customers.

There's also traffic, weather, construction, and other factors to account for. Doing this by yourself can take hours.



# The Consequences Of Bad Route Planning

Accounting for all those factors by yourself is difficult. It's easy to make a mistake and accidentally delay your drivers - that certainly won't do your reputation any favors.

But you don't need to plan routes by yourself. Route planning software does the hard work for you. You just need to plug in your customers' addresses, and the software will give you a 100% accurate and optimized route in 30 seconds or less.

Your drivers will hit all their stops on time, and you'll be able to maintain a good reputation.





# **3 Ways Route Optimization Software Improves Your Dispatching Process**



# Organize Your Fleet

Planning routes isn't the only thing route optimization software can do for you.

You can also use such software to make your fleet more organized.

It allows you to establish your fleet's hierarchy and set different permissions for different users. For example, you can set it up so that dispatchers can create and edit routes, while drivers can only view routes and add notes.

# Track Your Drivers

If route planning software has a GPS tracking feature, 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 doing what you want them to do.



# Understand Your Business

GPS tracking technology also collects information that will help you understand your business better.

You can review your fuel consumption, distance traveled, and other factors.

Knowledge is power. When you truly understand how your business is performing, you can experiment with different fuel efficiency and employee motivation techniques and actually tell whether they're working or not.



# Route Planning Software Makes Your Dispatching Process More Efficient

Dispatching can be difficult work. But when you have the right tools, it's much easier to put your drivers on the right path (and make sure they follow it).

Overall, route planning software allows you to save time, save gas, and make more money.



A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Metairie Cemetery and New Orleans Country Club.

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