

# 7 Eye-Opening Reasons Why Your Business Needs Route Mapping Software Right Now



Route**4**Me

eBook  
*Series*

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# Gain An Advantage Over Your Competitors

The internet and the forces of globalization have burdened businesses with more competition than ever before.

To stand out, you need to make the most of the resources you already have. You need your business to be as efficient as possible.

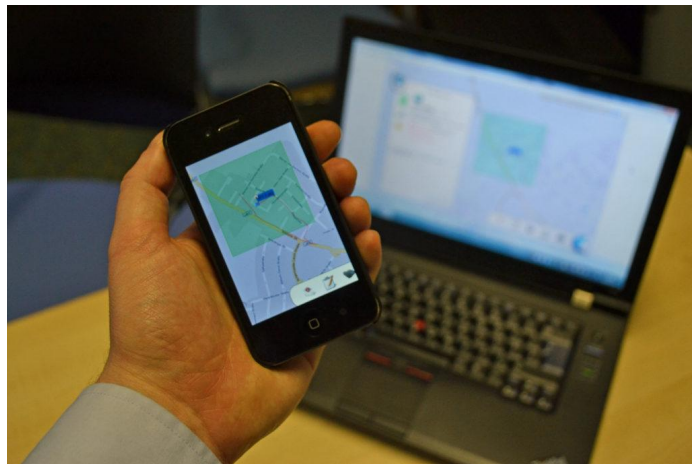


# You're Only One Piece Of Software Away From Making Much More Money

The question is, what can you do to make your business more efficient?

The answer is route mapping software.

Such software guarantees that every route you give your drivers is the most efficient route possible. It allows you to save time, save gas, and make more money.





# #1: Save Time





# Shave Hours Down To Seconds

Planning routes with pen and paper is incredibly time-consuming.

In addition to figuring out which roads your drivers must take to reach your customers, you also need to account for traffic, construction, weather, customer availability, and other factors. This process can take hours when you plan routes by yourself.

But with route mapping software, you can plan routes in less time than it takes to tie your shoes. All you need to do is plug in the addresses of your customers, and then your route will be ready in 30 seconds or less.



## #2: Save Gas

# Stay Away From The Pump

Also, more efficient routes means you don't need to use as much gas to visit all your customers.

Gas is one of your biggest expenses, right? Well, you won't need to pay for as much of it after you adopt route mapping software.





# **#3: Expand Your Business Without Expanding Your Payroll**



# Have Your Cake And Eat It Too



Before you can expand your business and increase your income, you usually need to hire more employees. But here's the problem: hiring more employees is expensive... how are you supposed to do that without increasing your income first?

That's a tough catch-22 for a business-owner to deal with. But what if there was a way to serve more customers without making any new hires?

Route mapping software makes this possible. It allows your drivers to visit more customers every day without having to rush to do so.



# #4: Turn Restrictions

# If UPS Does It, You Should Probably Follow Suit

Did you know that UPS saves [hundreds of millions of dollars](#) every year by avoiding left turns?

It's true. And you could save a bunch of money by avoiding left turns, too. Think about it: when your driver goes to take a left turn, they don't have the right of way. They need to wait for traffic to clear before they can take the turn. All that idling eats up a lot of time and gas...

You'll be better off avoiding left turns altogether. Thankfully, there are route planners that let you do exactly that.



# #5: GPS Tracking

# Keep A Close Eye On Your Drivers

Of course, optimized routes won't do you much good if your drivers don't actually follow the routes you give them.

That's why it's so important for the route mapping software you invest in to have a GPS tracking feature.

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.







## **6. To Improve Overall Business Processes**

# Improving Overall Business Processes

From collecting e-Signatures from dozens of addresses, sending text messages to customers to improving sales strategies - a route mapping software has it covered. In addition, it gives you a way to monitor your drivers so you can ensure they're sticking to the routing schedule for the day. The route mapping software also offers real time tracking data and updates.





# **7. To Run the Administrative Side More Effectively**

# Running Administrative Tasks More Effectively

Unlike planning with pen and paper, using a route planning software offers ease of scheduling routes as well as generating reports. You can skip the tedious job of carrying documents from house to house - your route planner stores all the data. You can access them in your smart phones as well as laptops.



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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