

Show Me The Money! 5 Ways Route Mapping Software Will Make Your Profits Skyrocket



Route4Me

eBook
Series

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The Times Are Changing

It isn't easy running a successful courier company these days. Profit margins are thin, and there's more competition than ever before.

Route planning software can help you out here. It'll reduce your expenses and increase your income.

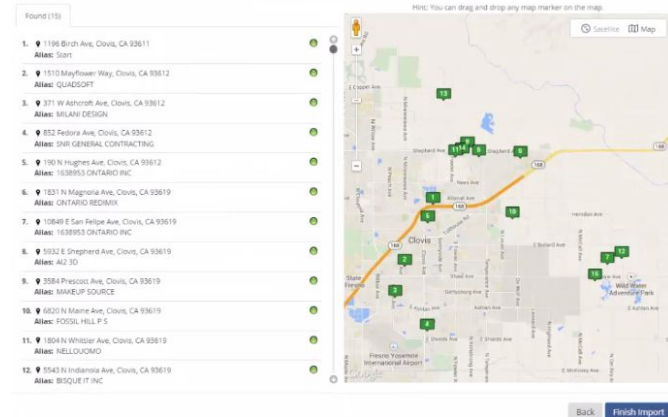
Specifically, here are five ways route mapping software helps you make more money:



1. Cut The Cost Of Fuel

In the US, the average cost of gas is about \$2.30 a gallon.

How many gallons of gas do your drivers go through over the course of a day, a week, a year? Finding a way to cut down on your fuel consumption would save you thousands of dollars in the long run.



Stay Away From The Pump



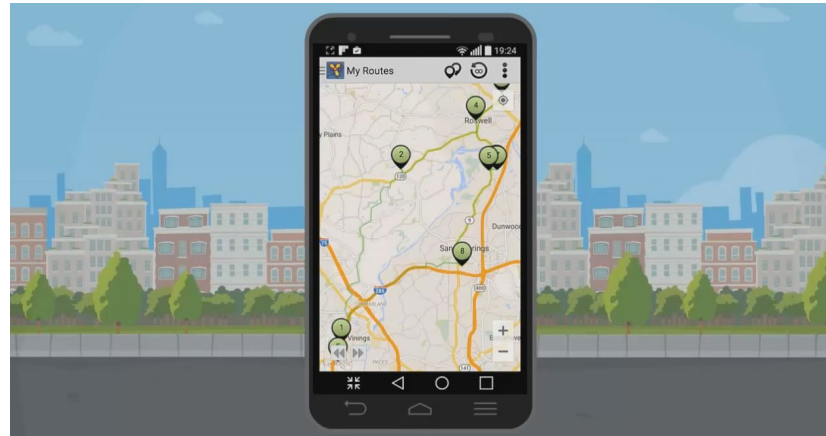
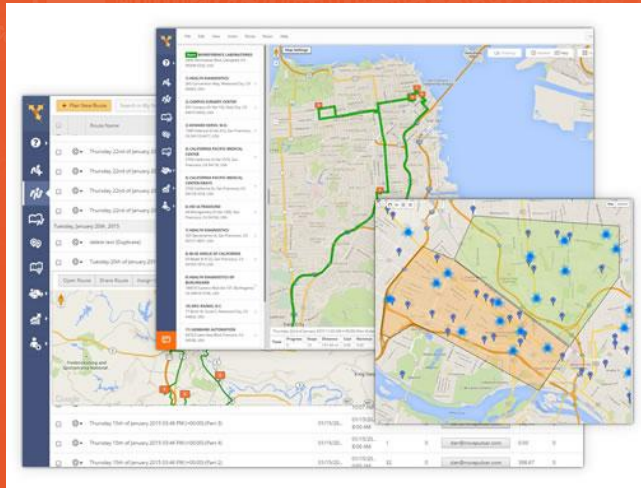
Route mapping software guarantees that every route you give your drivers is the most efficient route possible. That means your drivers won't need to use as much time or fuel to complete their routes.

You won't just save a little bit of gas - you'll save *a lot* of gas.

2. Cut The Fat

7.82% of driving distance is unplanned.

Think about that. Driving distance eats up your employee's time. Wasted distance is wasted money. You can't afford to throw 7.82% of your payroll dollars down the drain.



Find The Right Course And Stick To It

Using software cuts the unplanned distance out of your routes. It shows your drivers the best way to reach your customers, so you'll be able to get more value out of your human resources.



3. Maintain A Good Reputation

The cost of unplanned distance is more than just gas and time. Your reputation is at stake.

Driving more than necessary obviously makes it harder for your drivers to show up on time. When your driver arrives late, it makes the customer feel disrespected. Eventually, they'll leave you for one of your competitors.



The Importance Of Punctuality

Route mapping software provides you with more efficient routes, and more efficient routes allow your drivers to show up on time, every time.

Being punctual is the best way to make sure your customers *stay* your customers.



4. Monitor Your Drivers

Do you know what your drivers are doing?

They might be sticking to their route and staying on schedule... or they might be running personal errands while they're on the clock. You can't see them, so how do you know?



Vehicle Tracking Boosts Productivity

GPS tracking shows you where your drivers are and how fast they're going in real-time.

Whenever you want, you can check in on a driver and confirm that they're doing what you're paying them to do.



5. Improve Customer Satisfaction

Customer satisfaction is the key to success.

First of all, you don't want your customers wandering off to one of your competitors. You need to give them incentive to stick with you.

Also, happy customers will naturally recommend your service to their friends and family. These personal recommendations are much more persuasive than blatant advertising. Positive word-of-mouth is sure to attract new customers to your business.



Stick To Your Word

Final mile delivery software makes it much easier to keep your customers happy.

Such software helps your drivers get to customers exactly when you said they'd get there. That gives customers a reason to trust you. That gives them a reason to keep choosing you over all their other options.



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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