7 Ways Route Planning Software Will Help You Get Rich (#5 Will Surprise You)

Route4Me | eBook Series

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

Would you like to reduce your business expenses? Would you like to increase your income as well?

You're in luck. Route optimization software can do both of those things for you.

Specifically, here are seven ways route planning software will increase your bottom line:

#1: Planning Routes Takes Much Less Time

Shave Hours Down To Seconds

One problem with planning routes manually is that it takes a *long* time.

There's more to it than just 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. That can take hours to do by yourself.

But there's no reason to do this by yourself. Route planning software can do the hard work for you. All you need to do is plug in your addresses, and then the software will have your route ready for you in 30 seconds or less.

#2: Your Routes Will Be More Accurate

Show Up On Time, Every Time

Another problem with planning routes by yourself is that there's no guarantee the routes you come up with are efficient or even accurate. Inefficient/inaccurate routes will slow down your drivers and upset your customers.

Route planning software guarantees that every route you give your drivers is the most efficient route possible. They'll have everything they need to show up on time consistently.

#3: Same-Day Deliveries

Impress Your Customers

Route planning software will make your business much more efficient. You'll be able to receive an order, prepare it, and ship it out on the same day.

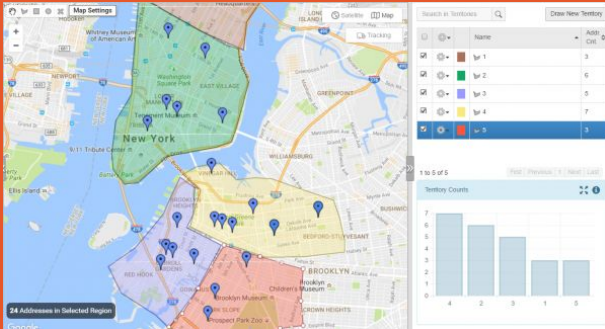Not every business is able to do that. This gives customers a reason to choose you over all their other options.

#4: Territory Mapping

Divide And Conquer

Make sure that the route planner you invest in has a territory mapping feature.

It doesn't make any sense to send your drivers back and forth across your entire service area. Instead, you should break your service area up into different territories and assign a driver to each territory.

A territory mapping feature allows you to do exactly that. Each of your drivers will be more productive when their set of stops are closer together.
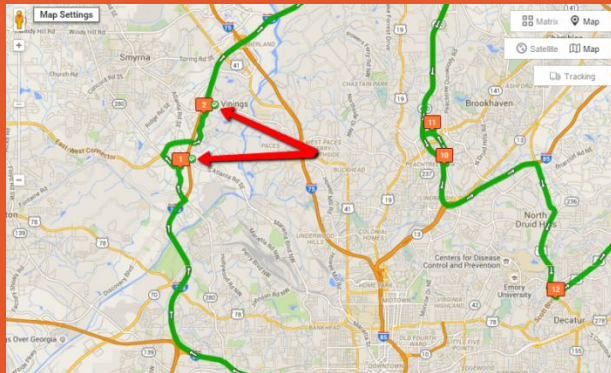
#5: Driver Monitoring

Keep An Eye On Your Drivers

Optimized routes won't do you much good if your drivers don't actually follow the routes you give them.

That's why, in addition to a territory mapping feature, you should also make sure your route planner has 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 confirm that they're sticking to their route and staying on schedule.

#6: Improved Customer Satisfaction

A Good Reputation Is The Best Marketing Tool Of All

Overall, route planning software makes it much easier for your drivers to show up on time. Your customers will love that!

Your customers will love it so much, in fact, that they'll recommend your service to their friends and family.

These personal recommendations are much more persuasive than blatant advertising. It's the absolute most effective way to attract new customers to your business.

#7 Customers that Engage and Stay

Customers that Engage and Stay

The customers are every business' life line. You lose them, you decrease your revenue. You gain more, you increase your profit. That's why it's important to take care of them. Make sure you check with your customers every now and then. You can ask for feedback or create promotions they can participate in. This way, they'll feel valued. And this is extremely vital to customer retention and repeat businesses.

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And have our small business routing experts
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