

# 5 Route Planning Hacks That Will Immediately Make Your Business More Prosperous



Route4Me

eBook Series

100% conversion  
(3\$ each)  
84% conversion  
costs:  $\frac{\$42,000}{= 7,843 / \text{buyer}}$   
89%



Audience Size 10,000  
Response Rate  $\rightarrow 10\%$   
(expect, how?)

Conversion Rate  $\rightarrow 5.3\%$   
average buyer purchase  $\rightarrow \$16,900$

# 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?

Of course you would. Every business would. Luckily, route optimization can do both of those things for you.

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





# #1: Route Optimization

The background of the slide features a faint, light-colored map of Boston, showing streets and landmarks like the harbor and various parks. This map is partially covered by a solid orange rectangular area on the left side, which serves as a backdrop for the title text.

# Shave Hours Down To Seconds

Planning routes manually takes forever. In addition to figuring out which roads your drivers must take to get to your customers, you also need to account for traffic, weather, construction, customer availability, and other factors.

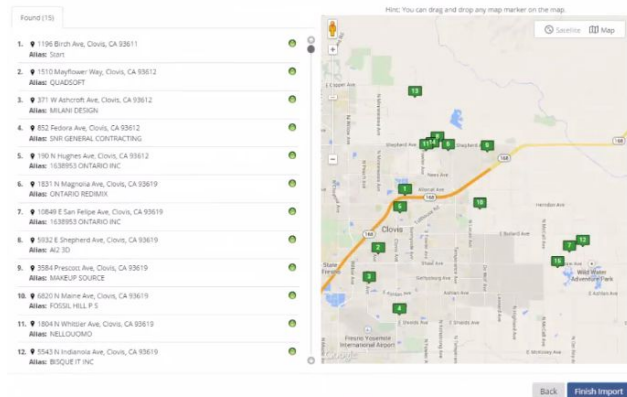
If you have dozens of customers and multiple drivers, this process can take many hours to do by yourself.

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

# Show Up On Time, Every Time

Also, using a route planner guarantees that every route you give your drivers is the most efficient route possible (this certainly isn't the case when you plan routes manually).

Your drivers will have everything they need to show up on time consistently, so you can keep your customers happy and maintain a good reputation.





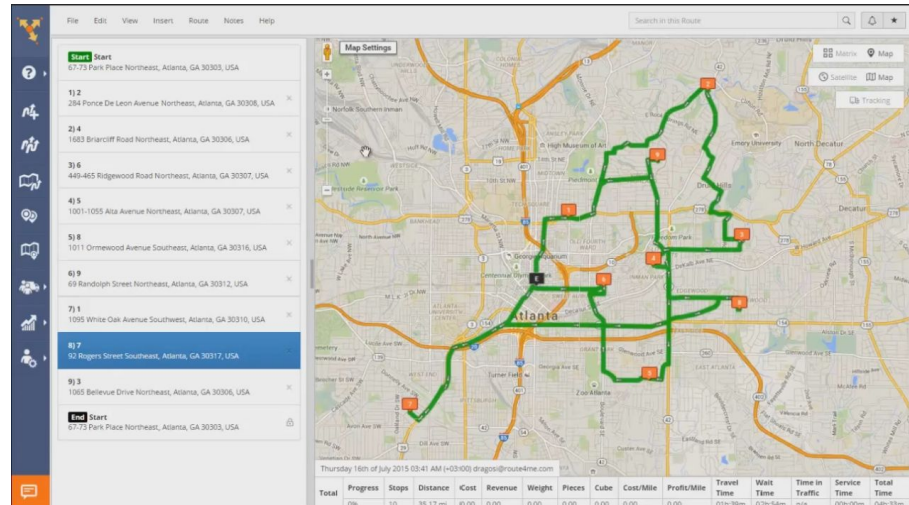


## #2: Save Money On Fuel

# Stay Away From The Pump

More efficient routes means you won't need to use as much gas to visit all your customers.

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





# **#3: Keep Better Track Of Your Hours**



# Stay Out Of Trouble

The Federal Motor Carrier Safety Administration's [Hours of Service](#) rules limits the amount of time drivers are allowed to drive.

Software makes it easier to keep track of your hours, so you can avoid being hit with a hefty fine.





# #4: 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 your route planner 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 to make sure they're sticking to their route and staying on schedule.

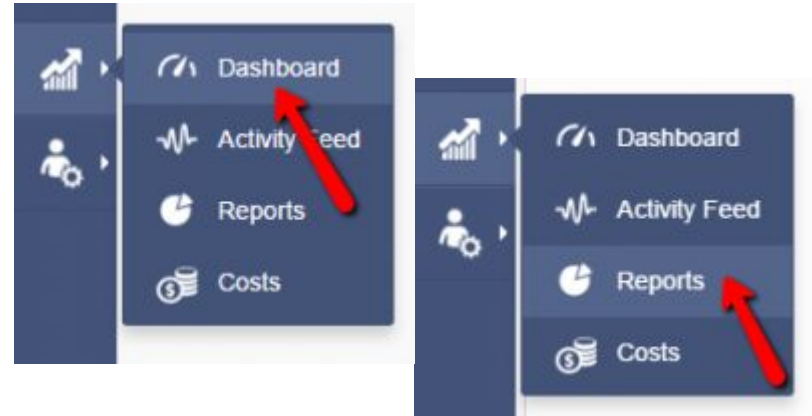


# **#5: Make More Informed Business Decisions**

# Knowledge Is Power

GPS tracking also collects information that you can use to make more informed business decisions.

For example, it helps you accurately assess employee performance. Also, you'll be able to tell if your gas saving techniques are working or not.





# Build A Better Business



The benefits of route planning software are clear. It allows you to save time, save gas, and make more money.

Stay one step ahead of the competition. Route optimization software gives customers one more reason to choose your business 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 Mississippi River and the French Quarter.

# Start Your Free Trial Today

See for yourself what Route4Me can do for your bottom line

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And have our small business routing experts  
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