

# 5 Reasons Why Route Mapping Software Is Amazing (#5 Is A Must!)



eBook  
*Series*

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# Route Mapping Software Makes It Easy To Keep Up With Customer Demand



Are you still planning routes with pen and paper?

If so, it's time to stop. Manual route planning is a recipe for disaster. It'll slow down your drivers and upset your customers.

Here are five reasons why your business absolutely needs route mapping software:



**#1 Save Gas**

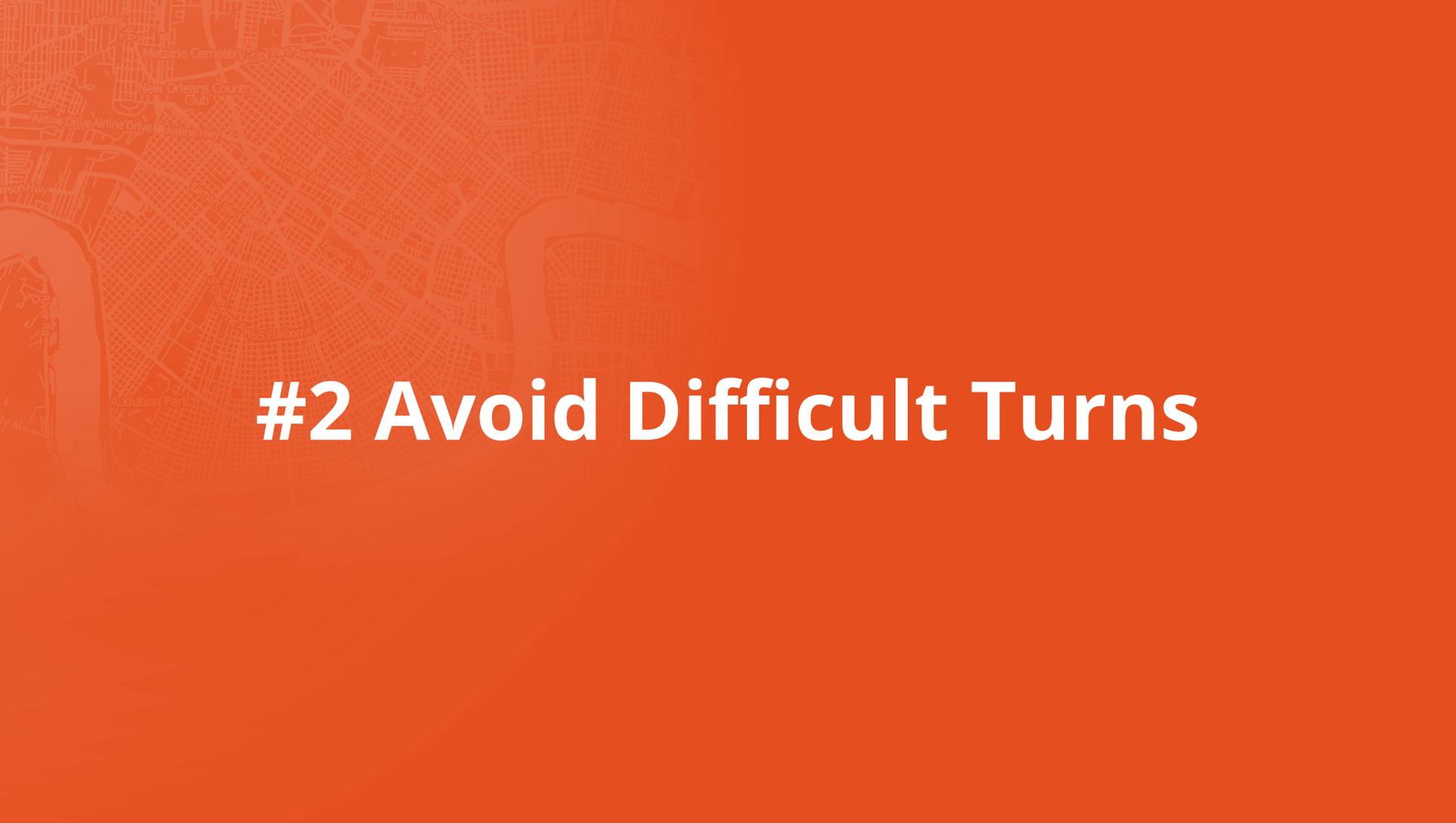
# Keep Away From The Pump

Route mapping software guarantees that every route you give your drivers is the most efficient route possible.

That means you won't need to use as much fuel to visit all your customers.

Gas is one of your biggest expenses, right? Well, when you use a route planner, you'll be able to reduce that expense significantly.





# #2 Avoid Difficult Turns

# If UPS Does It, You Should Probably Follow Suit



UPS saves hundreds of millions of dollars every year by avoiding left turns.

You could save a lot 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, and there's no telling how long that will take. All that idling eats up a lot of time and gas...

You'll be better off avoiding left turns altogether. Many routes planners have a feature that allows you to do exactly that.



# #3 GPS Tracking

# Make Sure Your Drivers Are Doing What You're Paying Them To Do

Workers of all kinds tend to slack off a bit when they're unsupervised, and drivers are almost always unsupervised.

Your drivers might be taking unsanctioned breaks while they're on the clock. You can't see them, so how do you know?

GPS tracking is how. It'll show 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 sticking to their route and staying on schedule.



# #4 Ensure Accurate Drop-Offs

# Get Your Drivers Where They Need To Go

Your driver might need more than an address to quickly make a stop.

Some places, like hospitals and universities, have more than one entrance. If your driver doesn't know exactly where to go, it'll take them a while to figure it out. That would make them late to their next stop, which would make them late to the stop after that, etc.

The route planner you invest in should let you add notes to routes. That way, you can give your drivers all the context they need to make it to every stop on time.





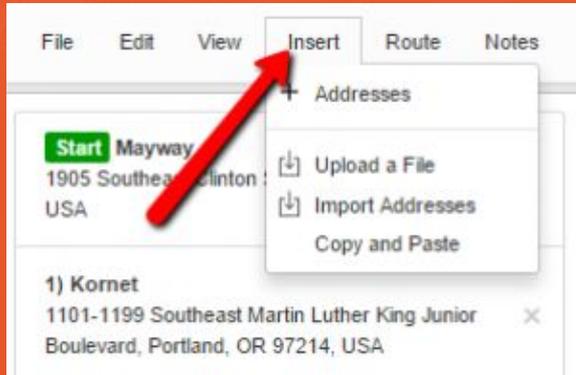
**#5 Planning Routes Only  
Takes 30 Seconds**

# That's Right - Only 30 Seconds

Planning routes manually is incredibly complicated.

In addition to figuring out which roads your drivers must take to get to your customers, you also need to account for traffic, construction, weather, customer availability, and other factors. That process can take hours.

But when you have route mapping software, 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. The software does all the hard work for you.



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



A more efficient business is a more attractive business. It gives customers a reason to choose you over all their other options.

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

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