

Grow! Grow! Grow! Don't Let the Wrong Route Optimization Platform Stunt Your Growth



Route4Me

eBook
Series

© Route4Me Inc.

+1-888-552-9045





Finding The Right Route Optimization Platform Can Be A Challenge

There are dozens of different route planners to choose from. How do you know which one is right for your business?

It's all about features. While every route planner can take a set of stops and turn it into an efficient route, not every route planner has extra features like GPS tracking, geofencing, and territory mapping.

Route optimization will improve efficiency, but it's these extra features that will *really* work wonders for your bottom line.



“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

- Bill Gates



5 Must-Have Route Planner Features

Not all route planner are equal. Some companies haven't quite figured out their algorithm yet, and the routes their products come up with aren't 100% efficient. Other companies are much better - their products guarantee that every route you give your drivers is the most efficient route possible, and they offer additional features that will make your business even more efficient.

Before you invest in route planning software, make sure it has the following five features:

1. Turn Restrictions

The first feature to look for is turn restrictions.

UPS saves [hundreds of millions of dollars](#) every year by avoiding left turns.

You could save money by doing this, too. Think about it: every time your driver tries to turn left, they need to wait for traffic to clear before they can go. They don't have the right of way. All that idling eats up a lot of time and gas...

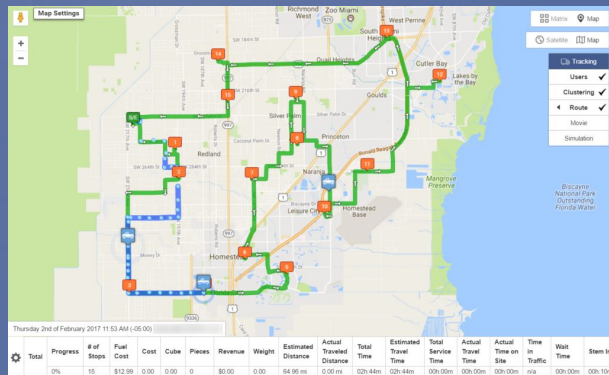
Route planners with a turn restriction feature produce routes that take you to all your stops while avoiding left turns. Your drivers will be able to complete their routes more efficiently.



2. GPS Tracking

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

That's what makes a GPS tracking feature so important. 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.

3. Geofencing

Another benefit of GPS tracking is that it makes geofencing possible.

Geofencing involves drawing custom borders over a real-world map. Then, you can set it up so that certain actions are triggered when your driver crosses through one of those borders.

You can use geofencing to automatically send a text message to customers when your driver is about to arrive.

That gives customers some extra time to get ready, and it helps your driver make it to their next stop on time.



4. Color Coding

Color coding allows you to select a custom color for each of your stops.

For example, if you're a sales manager, you can use color coding to make your hot leads red and your cold leads blue. That'll help you keep everything organized.



5. Territory Mapping

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. Your drivers will be more productive when their stops are closer together. A territory mapping feature lets you do exactly that.

Overall, route planning software helps you save time, save gas, and make more money.



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.

Start Your Free Trial Today

See for yourself what Route4Me can do for your bottom line

[Click Here To Begin Your Free Trial](#)

Call Us: +1-855-823-2598

And have our small business routing experts
set up routes for your business

No Credit Card Needed for this Free 7-Day Trial