

Top 5 Route Planning Fails (You Won't Believe #3)



Route4Me

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eBook
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+1-888-552-9045





The Consequences Of Poor Route Planning

Courier companies, food delivery services, and all other businesses that send employees out to meet with customers need to plan routes efficiently in order to turn a profit.

Route planning is complicated. When you try to do it by yourself, it's easy to mistake and accidentally delay your drivers. Your customers certainly won't like that!

In this eBook, we'll go over the most common route planning mistakes. Then, we'll show you how to avoid them.

#1: Being Overwhelmed By The Details



There's more to route planning than just figuring out which roads your drivers must take to make it to all their stops.

On top of that, you need to account for traffic, weather, construction, customer availability, and several other factors.

Adjusting your routes to these variables is difficult and time-consuming. This process can take hours, and there's no guarantee that the routes you come up with are efficient or even accurate.

#2: Legal Trouble

Giving your drivers inefficient routes can lead to some serious legal consequences.

That's because inefficient routes will force your drivers to speed in order to stay on schedule. Speeding puts your drivers at greater risk of getting into an accident, and if they're at fault you may be responsible for legal fees and damages.



#3: Out Of Control Fuel Expenses

Gas is one of your biggest expenses, right?

Well, poor route planning results in businesses spending more on gas than they need to.

The more efficient your routes are, the less gas your drivers will need to complete their routes. By switching over to final mile delivery software, you'll save a fortune on fuel.



#4: Decreased Productivity

You probably spend even more on employee wages than you do on fuel. In fact, there's a good chance payroll is your biggest expense of all.

Giving your drivers inefficient/inaccurate routes will make them less productive, which diminishes the return on investment you get from your staff.



#5: Lacking Driver Tracking

Are your drivers sticking to their routes and staying on schedule? Or are they taking breaks and running personal errands while they're on the clock?

You can't see them, so how do you know?

GPS tracking is how. 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 doing what you're paying them to do.



Save Time, Save Gas, And Make More Money With Route Mapping Software

All of these problems can be solved by adopting route optimization software.

With such software, planning routes only takes seconds instead of hours. It also provides you with more accurate and efficient routes, which allows you to make better use of your resources and increase your profit margin.



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