

5 Reasons Why Adopting Route Mapping Software Leads To Massive Savings



eBook
Series

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It Takes Money To Make Money

It's hard to turn a profit when you run a courier company, food delivery service, or any other kind of business that sends employees out to meet with customers.

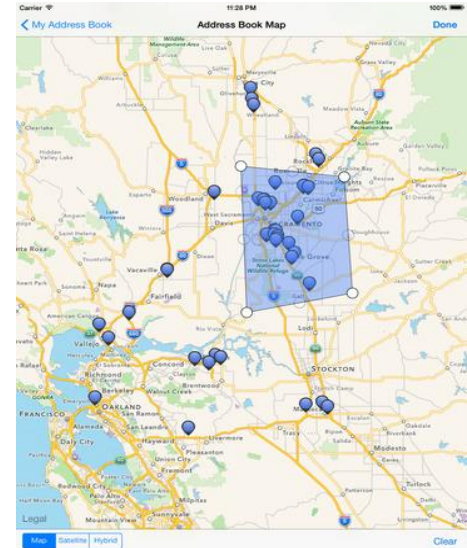
On top of the usual business expenses like taxes and wages, you also need to pay for gas, car insurance, and vehicle maintenance. These expenses can easily eclipse your revenue if you let them.



Get Your Hands On The Best Tools Available

Technology is the key to keeping your revenue above your expenses.

By adopting route mapping software, you'll save a fortune on fuel. You'll also make your employees more efficient, which leads to improved customer satisfaction.





5 Ways Route Mapping Software Increases Your Profit Margin

1. Save Gas

Route planning is complicated.

In addition to figuring out the best directions to give your drivers, you also need to account for traffic, weather, construction, customer availability, and other factors.

It's easy to make a mistake or two when you plan routes by yourself. You'll probably end up forcing your drivers to cover longer distances than necessary to complete their routes.

Route planning software can cut travel time by up to 30%, so you'll be able to cut a third of your fuel expenses.



2. Save Time

Planning routes with pen and paper can take a *long* time. If you have dozens of customers and multiple drivers, it can take hours.

But when you have route mapping software, planning routes only takes 30 seconds.

All you need to do is plug in the addresses of your customers, customize the settings to fit your specific situation, and then you're good to go.



3. Keep An 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 you must make sure that the route planner you invest in has a GPS tracking feature.

GPS tracking shows you where your drivers are in real-time. You'll know which drivers deserve promotions and which drivers need a little more training (or discipline, if necessary). This allows you to get the most bang for your buck out of your payroll dollars.



4. Make More Informed Business Decisions

GPS tracking also collects information about how your drivers behave on the road.

You can use this data to evaluate your drivers, determine whether fuel efficiency techniques are actually working, and just generally understand your business better.

Check out our blog post ["Organizing Customers Smartly with the Clever Use of Sales Stages and Categories"](#) for more information on how to use route mapping software to shape your business strategy.



5. Expand Your Business



The greatest benefit of route mapping software is that it helps your drivers show up on time more often.

Your customers will love that! They'll love it so much, in fact, that they might even recommend your business to their friends, family, and other people they know.

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

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.

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