

# How Successful Companies Fuel Growth With A Route Optimization Platform



eBook  
*Series*

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# What Does Your Business Need To Do To Keep Growing?

The whole point of running a business is to keep adding new customers and making more money.

Everyone knows that. But what do you need to do to sustain this growth?





# **Adopting Advanced Technology Will Kickstart Growth**



# Save Time



Do you still plan your routes with pen and paper?

If so, you should stop immediately. Planning routes manually is a recipe for disaster.

First of all, it takes forever. In addition to figuring out the best directions to give your drivers, you need to account for traffic, weather, construction, customer availability, and other factors. That can take hours.

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



# Improve Customer Satisfaction

Planning routes manually also produces bad results. The routes you come up with on your own probably won't be very accurate.

Route planning software allows you to provide your drivers with more efficient routes, which means they'll be able to 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 service to their friends, family, and other people they know.

# Save Gas

Gas is one of your biggest expenses, right?

Well, with more efficient routes, your drivers won't need to use as much gas to make it to all their stops. You'll save a fortune on fuel.



## Fuel Costs

Fuel Costs:

Diesel: 17 Unleaded 87: 21 Unleaded 89: 3.03 Unleaded 91: 3.15 Unleaded 93: 7 Update

Hint: Set the cost of gas in your area. Total costs and miles per gallon vary by vehicle.

## Miles, Gallons, and Costs by Day





# Find Untapped Business Opportunities

Expanding is risky. To expand into new territory, you must invest in more gas, wages, vehicle maintenance, etc. If the income you generate from an expansion doesn't add up to more than these expenses, you'll have wasted a whole lot of money.

The best route planners will let you design hypothetical routes that show you exactly how much it would cost to serve new customers.

That way, you'll know if expanding into a given area is worth it or not before you actually make an investment.

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Will Get You Set Up Right Away