

# The Ultimate Conversion: Tying Profits To Drivers & Operations



Route4Me

eBook  
*Series*

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# The Profit Problem

It can be hard for small businesses to turn a profit.

It's *especially* difficult for courier companies, propane delivery services, and all other businesses that send employees out to meet with customers.

In addition to the usual business expenses, these companies need to deal with the cost of gas, insurance, vehicle maintenance, etc.

# Time Is Money

Planning routes manually takes a *long* time.

You need to figure out the best directions to give your drivers, and then you must account for traffic, weather, construction, customer availability, and other factors.

If you have dozens of customers and multiple drivers, that can take hours.

That's time you could be spending evaluating your employees, meeting with potential clients, and doing everything else you need to do to run your business successfully.



# Route Planning Software Saves Time



But there's no reason to plan routes manually. You can use route optimization software instead.

With final mile delivery software, planning routes only takes 30 seconds. Imagine what you could do with all that extra time!



# Route Planning Software Save Gas

Also, route optimization software allows you to provide your drivers with more efficient routes.

Gas is one of your biggest expenses, right?

Well, when your drivers have more efficient routes, they won't need to use as much gas to complete their routes. You'll save a fortune on fuel.



# Improve Customer Satisfaction And Expand Your Business

The greatest benefit of route planning software is that it makes it easier to keep your customers happy.

Happy customers will leave you positive reviews online. They'll also recommend your service to their friends, family, and other people they know.

In other words, keeping your current customers happy is a great way to attract new customers to your business.



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