

The Path to 2020: Dispatchers Seize the Customer Experience



Route4Me

eBook
Series

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Where Do You See Your Business Going In The Next Few Years?

Running a business is like juggling chainsaws. You need to maintain many moving parts - setting the right price points, monitoring the performance of your employees, etc. - and if you mess up, the consequences are dire. Just figuring out how you're going to manage everything on a day-to-day basis can be stressful.

But if you want to achieve long-term success, you need to start thinking long-term. Forget about tomorrow for a second. What do you think the state of your business will be like in a few years?

Route Optimization Software Will Help You Succeed



Don't know what you'll be doing in a few years?

We can tell you what your competitors will be doing. They'll be adopting new technology, so that they can make their employees more productive and gain an edge over *their* competitors (that includes you).

If you want to keep up, you need to do the same.

Route optimization software guarantees that every route you give your drivers is the most efficient route possible. You'll save time, save gas, and make more money.



Keep Your Customers In The Loop

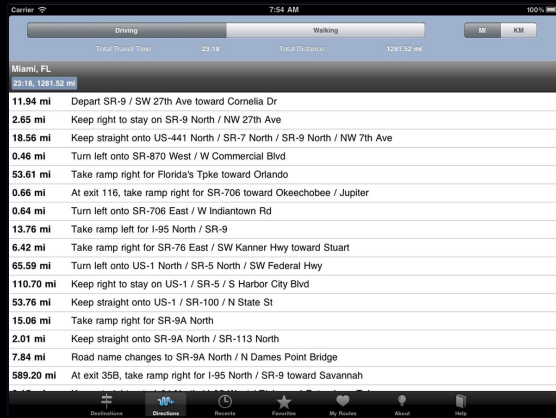
Route optimization software can do more than just plan routes for you.

Some route planning programs let you draw custom borders over a real-world map - these are called 'geofences'.

One good use of geofences is to draw them around your customers. Then, you can set it up so that when your driver enters a geofence, the customer gets a text message telling them your driver is about to arrive. They'll appreciate the notice.

ETAs That Update Instantly

Give accurate estimates!
Let customers and clients know when you'll be arriving.



Distance	Instruction
11.94 mi	Depart SR-9 / SW 27th Ave toward Cornelia Dr
2.65 mi	Keep right to stay on SR-9 North / NW 27th Ave
18.56 mi	Keep straight onto US-441 North / SR-7 North / SR-9 North / NW 7th Ave
0.46 mi	Turn left onto SR-870 West / W Commercial Blvd
53.61 mi	Take ramp right for Florida's Tpke toward Orlando
0.66 mi	At exit 116, take ramp right for SR-706 toward Okeechobee / Jupiter
0.64 mi	Turn left onto SR-706 East / W Indiantown Rd
13.76 mi	Take ramp left for I-95 North / SR-9
6.42 mi	Take ramp right for SR-76 East / SW Kanner Hwy toward Stuart
65.59 mi	Turn left onto US-1 North / SR-5 North / SW Federal Hwy
110.70 mi	Keep right to stay on US-1 / SR-5 / S Harbor City Blvd
53.76 mi	Keep straight onto US-1 / SR-100 / N State St
15.06 mi	Take ramp right for SR-9A North
2.01 mi	Keep straight onto SR-9A North / SR-113 North
7.84 mi	Road name changes to SR-9A North / N Dames Point Bridge
589.20 mi	At exit 35B, take ramp right for I-95 North / SR-9 toward Savannah

GPS tracking is another thing your customers will appreciate - it allows you to give them ETAs that are always accurate, no matter what happens.

With GPS tracking, ETAs aren't based off some vague estimate. They're based on the actual location of the vehicle in transit. If there's a delay, the customer will know about it immediately.

Delays are never ideal, but the sooner your customers know about them, the better. That gives them time to adjust their own schedule.



**There's No Better Advertisement
Than A Good Reputation**

Inspire Organic Word-Of-Mouth Marketing



Producing and distributing radio and television ads is expensive. And after all that money spent, the results are often ineffective. It's easy for people to just change the station whenever an ad comes on.

The most effective marketing tool is absolutely free. You just need to make a good impression.

Route optimization software helps you show up on time, every time. Your customers will be so happy with that, they'll recommend your service to others. Those personal recommendations are much more persuasive than blatant advertising.

Start Your Free Trial Today

See For Yourself What Route4Me Can Do For Your Bottom Line
No Credit Card Is Needed For This Free 7-Day Trial

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Our Small Business Routing Experts
Will Get You Set Up Right Away