

# How Small And Medium-Sized Businesses Benefit From Optimized Routes



eBook  
*Series*

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# Business Survival In A Demanding And Changing Landscape

The internet and the forces of globalization have burdened businesses with more competition than ever before. All this competition drives prices down and makes profit margins thinner than they used to be.

Large corporations have the infrastructure they need to handle a thin profit margin.

To survive as a small or medium-sized businesses, you need to make the most of your existing resources.





# Route Optimization Software Is A Valuable Business Tool

Reduce expenses and improve productivity. Route optimization software allows you to do exactly that. You'll be able to reduce your fuel expenses and make your drivers more productive.

Specifically, route optimization software offers the following four benefits to small and medium-sized businesses:

## Benefit #1:

## Create More Free Time

## Designing Routes With Pen And Paper Is Incredibly Time Consuming

In addition to figuring out which roads your drivers must take to get to your customers, you need to account for traffic, weather, construction, customer availability, and other factors to provide your drivers with accurate and efficient routes.

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





## Open Up Your Schedule

But when you have route optimization software, you can create 100% optimized routes in less than 30 seconds. All you need to do is to upload a list of your customer addresses. The software does the hard work for you.

That'll give you more time to organize your operations, plan for long-term growth, and do everything else you need to do to make your business successful.

## Benefit #2:

# Get The Most Out Of Your Payroll Dollars



## All Routes Lead To Efficiency

Using route optimization software guarantees that every route you give your drivers is the most efficient route possible.

More efficient routes means more efficient drivers. You'll also save money on gas.



## Efficient Drivers Is Effective Marketing

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It'll also be easier for your employees to make it to your customers on time, so you can keep your customers satisfied with your service.

Satisfied customers will recommend your business to their friends and family whenever your industry happens to come up in conversation.

These organic recommendations are a much more effective form of marketing than print, radio, and television ads.

## Benefit #3:

# Expand Your Business Without Hiring More Employees



## More Efficient Routes = More Customers Visited

More efficient routes means your drivers can visit more customers every day without having to rush to do so.

Usually, you need to hire more employees in order to serve more customers. Adding new members to your staff requires you to add more salaries to your payroll, and you'll be on the hook for more taxes and benefits as well.





## **But Serving More Customers Doesn't Need To Cost A Fortune**

By adopting route optimization software and making your drivers more efficient, you can take on new customers without hiring more employees.

You can have your cake and eat it too.

## Benefit #4:

# Keep An Eye On Your Drivers

**FEEDBACK**

## Employees Tend To Slack Off When Unsupervised

Drivers, unfortunately, are almost always unsupervised.

Drivers might ignore the directions you give them and take a more scenic route instead. They might even stop at a friend's house to hang out while they're on the clock.

When they're on the road and you're at your office, how can you be sure that your drivers are doing what you want them to do?



## **GPS Tracking Allows You To See What Your Drivers Are Doing In Real-Time**

You can see what your drivers are doing in real-time with GPS Tracking. You'll know when a driver is falling behind schedule or not following their route for some reason, so you can get them on the phone and find out what's going on immediately.

Also, your drivers are less likely to break the rules in the first place when they know they're being watched.

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