

# Three Steps To Improve a Winning Consumer Loyalty Strategy Through A Route Planning Platform



Route4Me

eBook  
*Series*

# What Are You Doing To Make Sure Your Customers *Stay* Your Customers

Attracting new customers to your business is important, but retaining the customers you already have may be even more important.

Think about it: is it easier to sell something to a stranger who's never heard of you, or someone who already uses and trusts your service?



# The Numbers Don't Lie

- According to [Forrester](#), acquiring a new customer is five times costlier than retaining an existing customer.
- [Harvard Business School](#) says that a 5% increase in customer retention can increase profit by 25% to 95%.



# 3 Steps To Improving Customer Loyalty



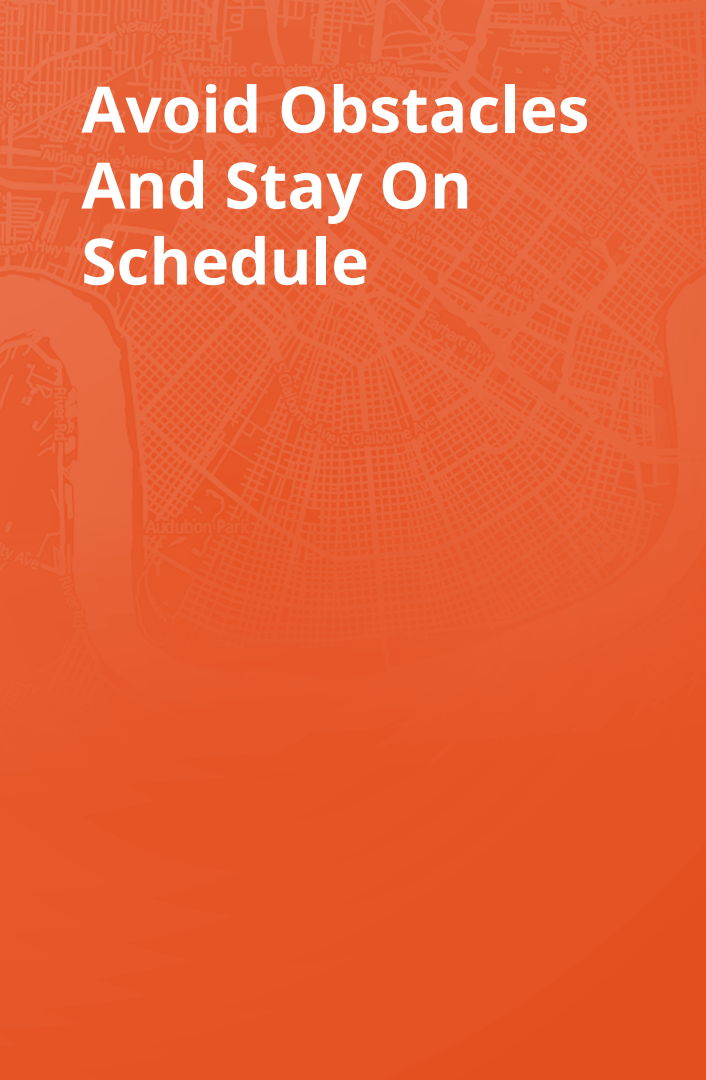
You're only a few short steps away from making your customers much more loyal.

It all starts with route optimization software...



# Step 1: Show Up On Time, Every Time





## Avoid Obstacles And Stay On Schedule

Manual route planning is complicated. In addition to figuring out which roads your drivers must take to get to your customers, you also need to account for traffic, construction, weather, and other factors.

It's easy to make a mistake and accidentally give your driver an inefficient or, even worse, inaccurate route. That would delay your driver and upset your customers.

Route optimization software guarantees that every route you give your drivers is 100% accurate and optimized. Your drivers will have everything they need to show up on time consistently.



# Step 2: Give Your Customers A Head's Up



# Geofencing Is A Must-Have Feature

Make sure the route planner you invest in has a geofencing feature.

Geofencing allows you to draw custom borders over a real-world map. Then, you can set it up so that certain actions are triggered when your driver crosses through the border.

For example, you can use geofencing to automatically send customers a text message when your driver is about to arrive. They'll appreciate the notice.





# Step 3: Track Your Drivers In Real-Time

# You've Got To Have GPS Tracking, Too

Optimized routes won't do you much good if your drivers don't actually follow the routes you give them.

That's why your route planner should have a GPS tracking feature. With GPS tracking, you'll always know where your drivers are and how fast they're going.



# A Good Reputation Is The Best Advertising Tool Of All

Showing up on time consistently is sure to impress your customers. They'll be loyal to your business, and they'll even recommend your service to their friends and family.

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



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