

Hasta La Vista, Bad Routes – 5 Ways Route Optimization Software Will Improve Your Business



Route4Me

eBook
Series

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+1-888-552-9045



A Bad Route Is Bad For Business

To make sure your customers *stay* your customers, you need to be reliable.

Inefficient/inaccurate routes make it just about impossible to show up on time consistently. Eventually, your customers will get sick of your poor performance and leave you for one of your competitors.



The background of the top section is a faded, light-colored map of Alhambra, California. The map shows a grid of streets and several labeled landmarks, including 'Alhambra Cemetery', 'New Orleans Cemetery', and 'Alhambra City'. The text is overlaid on this map in a large, bold, white font.

Planning Routes With Pen And Paper Makes Route Planning Harder Than It Has To Be

Do you still plan your routes with pen and paper? If so, you should stop immediately.

Route planning is complicated. In addition to figuring out which roads your drivers should take to reach your customers, you also need to account for traffic, weather, construction, and other factors.

That's too complicated to do manually. If you try to plan routes by yourself, you'll probably make a mistake or two, which would delay your drivers and upset your customers.

There's A Better Way!

There's no reason to plan routes by yourself.

You can use route optimization software instead.

With route planning software, you'll be able to provide your drivers with more efficient routes. That'll make it easier for them to show up on time.



Shave Hours Down To Seconds

In addition to producing inaccurate routes, one of the problems with planning routes manually is that it takes *forever*.

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

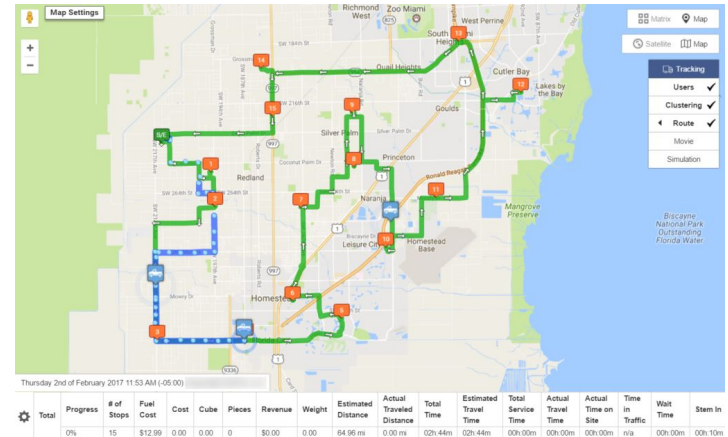
When you have route optimization software, though, planning routes only takes 30 seconds. All you need to do is plug in the addresses of your customers, and then you're good to go.



Keep An Eye On Your Drivers

Make sure the route planning software you invest in has a GPS tracking feature.

GPS tracking will show you where your drivers are and how fast they're going in real-time. Whenever you want, you can check in on a driver and confirm that they're sticking to their route and staying on schedule.





Make More Money

Customers hate it when you show up late. Route optimization software stops that from happening.

Your customers will love that!

They'll love it so much, in fact, that they might even recommend your service to their friends and family. This is much more persuasive than print, radio, and television advertising. It's the absolute most effective way to attract new customers to your business.

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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