

Manual Route Planning Is Excruciating - It's Time To Switch To Routing Optimization Software



eBook
Series

Route Planning Is Time-Consuming

There's more to route planning than just figuring out which roads your drivers must take to reach your customers.

You also need to account for traffic, weather, construction, customer availability, and other factors.

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



All That Time And Nothing To Show For It

It'd be one thing if spending hours manually planning routes actually guaranteed good results.

But that's just not the case. Route planning is so complicated that you'll probably make a few mistakes when you try to do it by yourself.

All it takes is one mistake to completely mess up a route. Inaccurate/inefficient routes will delay your drivers and upset your customers.



There's A Better Way!

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

With final mile delivery software, planning routes only takes a minute or so. All you need to do is plug in the addresses of your customers, and then the software takes care of the rest.

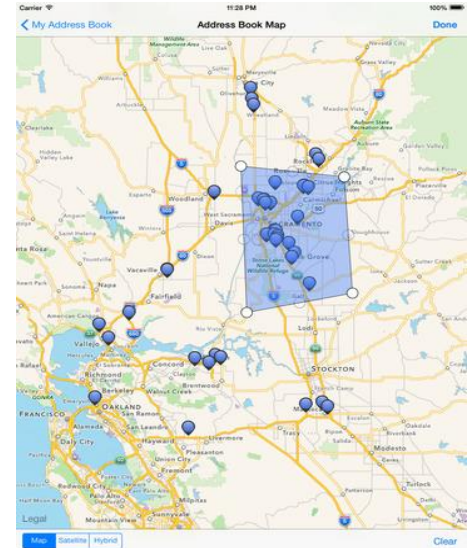
Just imagine what you could do with all that extra time...



You Can Expand Your Business Without Expanding Your Staff

Routing optimization software will make your routes more efficient.

More efficient routes means your drivers will be able to visit more customers without having to rush to do so. You can expand your business without taking on the expense of hiring new employees. You can have your cake and eat it too.



Keep An Eye On Your Drivers

Of course, optimized routes won't do you any good if your drivers don't actually follow the routes you give them.

That's why you must make sure the route planner you invest in has a GPS tracking feature.

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



Keep Your Drivers Safe



GPS tracking helps you protect your drivers from injury as well.

That's because, in addition to showing you where your drivers are, it also shows you how fast they're going. If a driver starts speeding, you'll know about it immediately. You can get them on the phone and tell them to cut it out right away.

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