

# The Profit Piranha: Why Poor Route Planning Is Terrible For Your Bottom Line



Route4Me

eBook  
*Series*

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# Poor Route Planning Is A Bigger Problem Than You Think

According to a [report](#) from the American Transportation Research Institute, traffic congestion costs the logistics industry about \$10 billion and 100 million hours of productivity every year.

By adopting route optimization software, you can avoid becoming part of that statistic.



# Provide Your Drivers With More Efficient Routes

Route planning is complicated.

There's more to it than just figuring out which roads your drivers must take to get to your customers. You also need to account for traffic, weather, construction, customer availability, and other factors.

That's just too much information to process for any one person. Try to take this task on by yourself, and you're bound to make a mistake or two. All it takes is one mistake to completely mess up a route, delay your driver, and upset your customers... that's why you need route planning software.



# Reduce Your Expenses

Gas is one of your biggest expenses, right?

Well, when you have more efficient routes, your drivers won't need to use as much gas to make it to all their stops. You'll be able to reduce your expenses significantly.



# Keep An Eye On Your Drivers

Of course, 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 mapping software absolutely must have a GPS tracking feature.

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



# Keep Your Customers Happy And Expand Your Business

Adopting route planning software will allow your drivers to show up on time more often.



Your customers will love that! They'll love it so much, in fact, that they'll naturally recommend your service to their friends and family. These personal recommendations are much more persuasive than print, radio, and TV ads. 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

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set up routes for your business

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