

How to Make Your Customers & Mobile Workforce Happier

4 Easy Steps





Introduction

If you're managing delivery routes or scheduling service orders, you can't escape the growing list of on-demand needs. Every day you deal with an influx of calls from your CSRs, or you need to reroute the day for last-minute requests, and ensure that customer and employee satisfaction is always a priority.

In an on-demand world, you're looking for a faster, sure-fire way to:



Increase Growth

*by focusing on
customer satisfaction*



Prevent Churn

*by improving the
work environment*

But how can you achieve both at the same time?

Whether you're a route manager or a business owner, you can start by creating better, flexible routes that plan around constraints (like time windows, lunch breaks, etc.), making a complicated task simple.

You'll keep customer complaints to a minimum by making commitments that put you ahead of the competition, while staying profitable. With this level of efficiency, you can allocate more time to customers and focus on increasing service levels.

1 PLAN to Make the Competition Irrelevant

Looking for an easy way to differentiate your business? Make commitments to customers that the competition can't beat. Emergency service? No problem. Same-day delivery? You'll get it there... on time. Honor requests that increase profits today and help grow your business reputation in the long run.

Go the distance, not only by offering flexibility, but by increasing service levels. By building optimal routes, you can free up time to focus on your customers. Dedicated one-on-one time goes the extra mile when growing and building relationships.

Differentiating your service offerings with more options and increased responsiveness will keep existing customers happy and set you apart from everyone else out there!



2 ROUTE More with What You've Got

Hiring new employees is costly: recruiting, interviewing, training, and onboarding can easily total over \$18k* for just one new employee. Not to mention, good employees are hard to find... so you can't afford to replace them. When you're growing or looking to become more profitable, focus your efforts on maximizing your existing resources – you'll be amazed how you can improve efficiency in a matter of minutes!

Here's the shortcut:

Increase the number of customers you're able to service per day OR balance the vehicle load – putting more in your drivers' pockets. Scheduling assets to maximum capacity will help you to quickly discover extra room in your schedules (time or load capacity).

- Reduce "idle" time.
- Drive fewer miles.
- Make manual adjustments to schedules as needed.

Be a more flexible boss!

- Give employees flexible start/end locations.
- Build routes that make more sense – limit frustration on the road.
- Do your drivers prefer certain areas? Keep them assigned to certain routes – in an efficient way.
- Limit paperwork with proofs of delivery: photo, signature, and note capture.

“We are able to schedule and provide service to our customers in the most efficient method possible. Our operators are able to **increase the number of customers being serviced per day by an additional 30% per vehicle with WorkWave® Route Manager.”**

— Ron Meeres, Manager, Vecova Bottle Depot



*GetHired.com: <http://theundercoverrecruiter.com/infographic-what-is-the-real-cost-of-hiring/>

3 TRACK Costs without Jeopardizing Service

When your goal is to reduce overhead costs and increase profits, your knee-jerk reaction might be to cram as many orders as possible into each day. As a result, service levels can be jeopardized. Businesses need an easier way to juggle both.

Enter an Effective, Easy-to-use Route Manager.

- Decrease drive time by 25% and mileage by 36% with more efficient route plans that take your costs into consideration.
- Reduce overtime costs and fuel consumption due to excessive idling. Input your cost settings – and never worry about violating them.
- Decrease mileage and increase the life of your vehicles and prevent costly maintenance bills.
- Build the appropriate travel time and service windows into your plans.
- With all the time and money you're saving, you can concentrate on delivering 5-star customer service and growing your business.

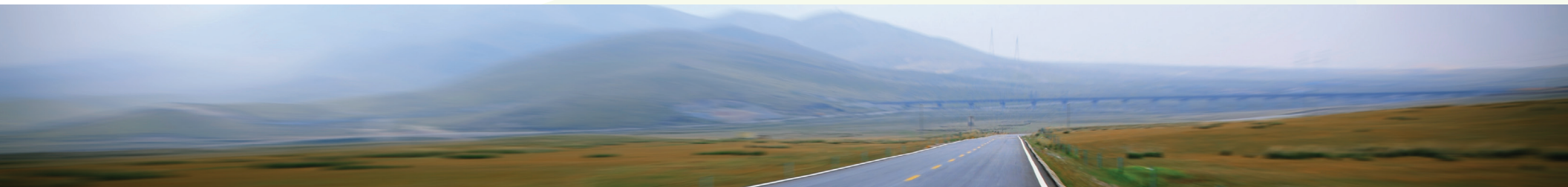
Uncontrollable Costs

- Insurance costs (increased 6.7% per mile in 2014)
- Workers' Compensation
- Tire CPM (increased to 4.4% in 2014)
- Ongoing vehicle maintenance
- Fuel costs
- Lost customers

Controllable Costs

- Miles driven and time on the road
- Drive time
- Idle time
- Overtime costs
- Accidents related to unsafe driver behavior

**ATRI Report: An Analysis of the Operational Costs of Trucking: 2015 Update*



4 ANALYZE and Then Simplify the Complex

Planning your day is a critical part of running your business. Are you overwhelmed with the details? Just don't have the time to give it the attention it needs?

If you're a route manager, you might have a handle on all of this – but you're looking for an easier way to manage your day or create reports for your boss. If you're a business owner, your days are loaded with never-ending tasks and you're just too busy to be proactive.

Get rid of the sticky notes and whiteboards! Now you can manage your day with a cloud-based solution that's so simple you can have it up and running in less than a day.

Freeing up your time will allow you to focus on what really matters!

- Happy customers
- Driver retention and safety
- Business growth



Cut down on
paperwork



24/7 Access

Driver is 15
minutes away.

Provide
customers with
ETAs



Get alerts when
necessary



Plan routes in
minutes, not
hours




Automate KPI
reports

The Shortcut to Happier Customers & Employees: Deliver Flexibility & Value

You need a route planning and management software solution to help you with:

1. **Increased Competition:** Differentiating your services from the competition is more challenging as customers demand a higher level of service, at lower costs. This means you're constantly looking for ways to improve service, yet keep costs in check.
2. **Asset Allocation:** Do you really need more vehicles to meet customer demands? Are you using your existing assets as effectively and efficiently as possible? Is it possible to win and service more customers with the resources you already have? Scheduling to capacity means more business for your drivers.
3. **Rising Costs:** Fuel, operating expenditures, and lost customers and opportunities are impacting your bottom line. Potential human error in the planning process doesn't help. Driver retention can be an expensive problem. Keep your drivers happy and efficient to avoid turnover. Then use your savings to reward them for improved performance!
4. **Complexity:** As your business grows, so does complexity. More customers. More routes. More services. More drivers. More vehicles. You need to ensure that your business operations are up to speed to accommodate this growth. Attempting to keep track of an increasingly complex business either on paper or with spreadsheets will at some point become unsustainable.

A photograph of two men outdoors. The man on the right is wearing a blue cap, a blue jacket over a light blue shirt and dark tie, and is smiling while looking down at a device. The man on the left is wearing a white t-shirt and is also looking down at the device. They appear to be in a professional setting, possibly a delivery or service area.

“I know we are driving more efficiently, spending less time driving, and we are making fewer mistakes. My drivers are less frustrated and my customers are happier because we are there faster.”

— Jon Ove, Owner, Century Springs



Riccardo Bocci | Author

Riccardo Bocci is the Product Manager at WorkWave Route Manager, a routing and scheduling technology provider. Through his experience in sales and customer support, he discovered how businesses can leverage routing & logistics to improve overall operations. Currently, Riccardo works to process and incorporate customer feedback into new software releases and is heavily focused on delivering ROI to WorkWave Route Manager's users. Since 2010, Riccardo has been working on the details that will help revamp your operations and grow customer relationships.

About WorkWave

WorkWave (formerly Marathon Data Systems) is a fast growing leader in the massive industries of field service management and "last mile" fleet management software – a \$45+ billion market worldwide. The company connects all aspects of field services and "last mile" transportation companies' business through its tightly integrated, mobile-first suite of cloud-based software, which includes PestPac, WorkWave Service, ServiceCEO, WorkWave Route Manager, WorkWave GPS, WorkWave Marketing, and ContactUs. This comprehensive offering provides its 9,000+ customers with an unprecedented level of insight and information about their business that empowers them to delight their end-customers at every touch point and supercharge their business. Founded in 1984, WorkWave has been recognized with multiple awards for its outstanding growth and culture, including the Inc. 5000, SmartCEO Future 50, and Best Places to Work in New Jersey. For more information, visit www.workwave.com.

