GO THE EXTRA MILE:

A Buyer's Guide to

ROUTING SOFTWARE SOLUTIONS

for Businesses on the Road

Brought to you by RouteManager by WORKWAVE

Table of Contents

Introduction: Get Ready To Go the Extra Mile

Let's Get Industry Specific

Envisioning Success for the Road Ahead

RouteManager by WORKWAVE

Do You Take Your Business on the Road?

Does your business involve traveling or transporting goods, services and people from place to place at any point? If the answer is yes, you're most likely solving routing challenges daily. These challenges involve several moving pieces and people and can be incredibly complex, taking up way too much of your day.

Industries such as distribution, food and beverage, mobile workforce, home delivery, and transportation and logistics face an increasingly complex challenge: optimizing operations for efficiency, cost-effectiveness, enhanced customer satisfaction and more.

Amidst these challenges, businesses are seeking innovative solutions to streamline their processes and stay ahead of the curve. A complete routing solution can make all the difference.

We've created this buyer's guide to illuminate the transformative potential of routing software solutions within these diverse industries.

Whether you operate a **distribution center**, manage a **food and beverage** company, oversee a **mobile workforce**, handle **home delivery services**, or navigate the intricate logistics of **transportation and delivery**, implementing the right routing software can propel your business to new heights of success.

3

What Does Your Business Need In a Routing Solution?

Routing solutions aim to solve similar challenges across several different industries, but remember, your business is unique. This guide helps you zoom in on what matters most to you. Check out the questions below to get a sense of your current situation and the routing challenges you'd like to solve.

1 How many vehicles do you run per day, and how often do you run your routes?

2 Do you own the vehicles or utilize gig workers?

3 How often do your routes change?

4 Do workers have specific starting or ending locations?

5 When they do change, is it usually last minute, or do you have ample time to adjust?

6 Do you currently use GPS to track your fleet?

7 How do you currently get your routes out to your drivers?

8 Is there a maximum amount of deliveries that a drivercan make in a day (load capacities, working hours, etc.)?

9 Do you need to collect any information from the drivers while they are at a job/stop? (pictures, notes, dynamic loads, customer fields)?

10 Do you provide any calls/notifications to your customers before your drivers arrive? If not, would you like to?

11 Have you shopped around for a software to solve your routing challenges?

Can the Right Routing Software Take You Further?

Routing software offers a sophisticated and adaptable approach to managing and optimizing the movement of goods, services and personnel. With the right solution, routing can be as simple as clicking a few buttons.

By leveraging cutting-edge algorithms and user-friendly technology, these solutions empower businesses to make data-driven decisions, leading to:

STREAMLINED EFFICIENCY

Routing software is like a smart assistant that helps businesses work smarter, not harder. It figures out the best routes and schedules for deliveries, services or visits. This means less time wasted, fewer fuel expenses, and better use of your team and vehicles.

MONEY-SAVING MAGIC

Think of routing software as a money-saving wizard. By finding the most efficient routes and using resources wisely, it helps cut down on costs related to fuel, labor, vehicle upkeep, and more. These savings directly boost your profits.

HAPPIER CUSTOMERS

Everyone loves speedy and accurate deliveries or services. Routing software ensures that your customers get what they need on time while keeping them informed the entire way through, every time. This leads to happier customers who stick around and keep coming back for more.

ALWAYS READY FOR CHANGE

In the fast-paced world of business, things can change in an instant. Routing software keeps you nimble and adaptable by giving real-time updates. So, whether it's unexpected traffic or sudden schedule changes, you can adapt quickly.

INSIGHTS THAT DRIVE SUCCESS

Routing software doesn't just get the job done; it also gives you super useful data and reports. This information helps you make smart decisions, find areas to improve and keep your operations running smoothly.

Whether you are a seasoned professional exploring routing solutions or a business owner looking to propel your operations into the future, this buyer's guide aims to equip you with the knowledge and insights necessary to make informed decisions and harness the full potential of routing software for your business success.

Distribution Industry

Are Multi-Stop Deliveries Slowing You Down?

Complex multi-stop deliveries present a multitude of challenges for distribution companies, often requiring intricate planning and efficient execution to ensure optimal performance.

You need to know how to effectively manage:

- Territories and depot locations
- Vehicle load capacities
- Packing vehicles to streamline delivery order
- If and when deliveries are complete
- Proof of delivery: photos, signatures, notes, etc.

- Real-time fleet visibility
- Tight time windows
- Rush hour and traffic changes
- Last minute requests
- Driver productivity, fatigue and communication

Ineffective route planning results in excessive fuel consumption, extended driver hours, and underutilization of fleet resources, impacting profitability. Meeting tight delivery schedules while ensuring goods arrive within specified timeframes poses a continual challenge, affecting customer satisfaction and retention.

?

Are you leveraging advanced technology to help tackle these challenges?

Real Scenarios in the Distribution Industry

A leading distribution company faced intricate routing challenges such as managing diverse delivery requirements and fluctuating schedules across multiple regions. They struggled to accommodate varying delivery priorities, vehicle capacities and changing customer demands efficiently. One major hurdle was ensuring the roads on their routes were able to handle their larger vehicles. They needed a solution that would take that road restriction into account. Although their routes were often the same week to week, the delivery volumes fluctuated greatly and they needed a solution capable of handling varying load capacities to ensure they could route a max truckload on a single route. In order to utilize all of their resources efficiently, they also needed the ability to test routes without immediately implementing them. Ultimately, the routing software proved instrumental in resolving their industry-specific complexities, paving the way for more agile and effective distribution strategies.

Simplify Complex Routing for Multiple Warehouses

Advanced routing software employs algorithms to intelligently optimize routes, considering multiple stops, traffic conditions and delivery constraints, minimizing distance and time spent on the road.
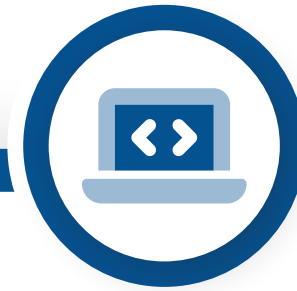
Mid- to large-sized distribution companies will benefit from having integrations and open APIs to seamlessly connect their current CRM to their routing software. For example, when a customer places an order, it notifies not only your order portal but also the route plan, saving you hours of time and manual labor.

Connecting your digital order platform to a routing software via API allows for:

MORE ADVANCED AUTOMATION	**NO BACK AND FORTH BETWEEN PLATFORMS**	**MORE EFFICIENT OPERATIONS**	**LESS HUMAN ERROR**
less manual labor	seamless integration	catch schedule changes in real time	less worrying about your orders

The right software should also offer real-time updates,

allowing for immediate adjustments to routes in response to traffic congestion, last-minute orders, or unexpected changes, ensuring adaptability and efficiency. Efficient routing software maximizes fleet utilization, balancing load distribution across vehicles, reducing idle time and improving overall operational efficiency. Distribution companies also thrive when they can simulate their routes without needing to immediately implement them, which is not offered within every routing software.

Another crucial feature you'll want to look out for is the ability to simulate routing scenarios before committing or running live routes. This is extremely valuable because you'll have more visibility into setting up routes appropriately based on delivery or warehouse locations. If a warehouse is too far from the office, for example, it may not make financial sense to send trucks there. Many business owners don't realize that without a space to simulate their routes (without immediately implementing them), they are most likely wasting a lot of time and money.

By optimizing routes, reducing costs, enhancing efficiency and ensuring timely deliveries, your distribution company has the opportunity to gain a competitive edge and pave the way for sustainable growth in today's dynamic market landscape.

Food & Beverage Industry

Are You Meeting Freshness Standards for Perishable Goods?

Ensuring that food items, especially those that are temperature-sensitive or perishable, remain fresh and safe for consumption throughout the delivery process poses a considerable challenge for many food and beverage delivery companies. Food items such as fresh produce, dairy products, meats and certain beverages require specific temperature conditions to maintain their quality and safety. Whether you deliver frozen meals or groceries, maintaining consistent temperature control throughout the entire delivery chain, from storage at warehouses to transportation in delivery vehicles, is crucial.

Businesses in the food and beverage delivery space are mainly concerned about:

- ✓ Temperate control and consumption safety
- ✓ Delivery window sensitivity
- ✓ Handling and packaging before delivery
- ✓ Routing efficiency
- ✓ Customer expectations and keeping them informed

Route optimization solutions that address the customized aspects of your business such as preservation of freshness, delivery efficiency, communication and analytics will give you the competitive advantage that you need in this fast-paced industry.

How consistently do you meet your delivery timeframes or schedules?

Real Scenarios in the Food & Beverage Industry

With an expanding customer base and service route, a non-profit food delivery business was experiencing difficulty managing and keeping track of delivery drivers and their time out on the road. Routes took longer than expected, and the communication between the dispatchers and drivers wasn't as efficient as it could be. Drivers were punching in addresses to Google Maps and communicating manually with the dispatcher, which posed a safety hazard and a recipe for confusion, delays, miscommunication and delivery errors. One of their biggest hurdles was that they didn't have a system to hold drivers accountable for their routes, lunch breaks or other stops, leading to wasted time and money. They implemented a routing solution with incredible accountability and safety tools like GPS tracking and a driver mobile app with updated routes and step-by-step directions to all stops. Now, if a driver is ever stuck in traffic or running late for a delivery, they can easily let the back office know through the app, who will then be in touch with the client waiting for their meal. Their solution allows them to create more precise delivery time windows, which is crucial for clients with standing doctor's appointments who need to know when their meals will be arriving in advance. Overall, their operations became so much more efficient, and they were able to save more resources than they thought possible.

Meeting Time-Sensitive Demand Efficiently

Utilizing route optimization solutions tailored for food and beverage delivery companies helps in overcoming the challenges related to maintaining freshness, ensuring timely deliveries, minimizing transit time, optimizing handling, and enhancing overall delivery efficiency. Not all routing softwares can address each of these issues, so it's important to get a pulse on what's most important for your business.

You'll want your route optimization software to support you when it comes to providing tight time windows for your customers. The right software will allow for precise scheduling, planning of time-sensitive deliveries and the flexibility to make schedule adjustments. By considering delivery time windows and prioritizing efficient routes, companies can ensure timely deliveries while optimizing routes to minimize transit times.

Advanced routing solutions with real-time capabilities offer the flexibility to make instant adjustments to routes in response to unforeseen changes. This ensures adaptability to traffic congestion, last-minute orders, or unexpected situations, maintaining delivery efficiency.

You'll want to consider routing solutions that also provide:

1 Integrations and APIs to connect your current ordering platform to your routing software (see the benefits on page 8)

2 A Key Performance Indicator (KPI) dashboard for creating reports and analyzing data

3 Vehicle performance monitoring for ultimate transparency, with in-vehicle devices that can send real-time alerts

4 Driver mobile app for clear dispatcher-to-driver-to-customer communication

These solutions play a crucial role in meeting industry-specific needs and ensuring the successful delivery of perishable and non-perishable goods. When shopping for a routing solution, use this guide to make sure you're getting the best bang for your buck.

Mobile Workforce

Are Overhead Costs Becoming a Road Block in Your Business?

Sales representatives, repair technicians, home inspectors, house call professionals and cleaning crews form a substantial part of the mobile workforce. However, these professionals often encounter several challenges that impede their efficiency and productivity.

Many mobile workforce businesses are tasked daily with:
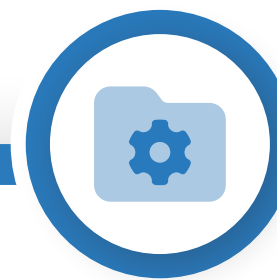
MANUAL ROUTE PLANNING

Planning optimal routes manually can be time-consuming and prone to errors, leading to longer travel times, increased fuel costs and decreased productivity.
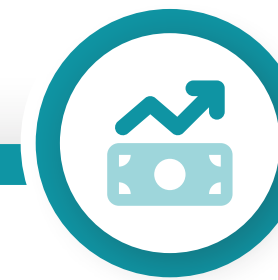
TRAFFIC AND DELAYS

Navigating through traffic congestion or encountering unexpected delays disrupts schedules, leading to missed appointments and dissatisfied customers.

RESOURCE UNDERUTILIZATION

Inability to maximize the use of available resources, such as vehicles or manpower, due to inefficient scheduling and planning.

INCREASED OPERATIONAL COSTS

Higher fuel expenses, overtime payments and vehicle maintenance costs contribute significantly to operational expenses.

CUSTOMER SERVICE ISSUES

Late arrivals, missed appointments, or inefficient service routes can result in customer dissatisfaction and loss of business.

?

How do you ensure maximum productivity while minimizing travel time and costs?

13

Real Scenarios in the Mobile Workforce Industry

A property management company needed to not only route their inspectors to their appointments each day but also keep track of how long they were at each location, what maintenance was done and what materials were used to complete the repairs. They needed a routing software that was sophisticated enough to keep the back office informed of what was happening in the field in real time. They ultimately found a solution that enables data to be collected from the field so the appropriate costs can be calculated and billed accordingly, as well as efficiently route their inspectors to their appointments each and every day.

Enhance Home Service Visits With Smarter Routes

Route optimization software offers a comprehensive solution to the challenges faced by mobile workforce businesses. By leveraging advanced algorithms, route optimization software calculates the most efficient routes, considering multiple stops and real-time traffic data, reducing travel time and fuel consumption.

Mobile workforce owners and operators should consider a routing solution that:

- Has a mobile app that connects with the back office or dispatchers to provide real-time updates on traffic, weather, or unforeseen obstacles, allowing adjustments to routes for timely arrivals
- Offers optimal scheduling and resource allocation to ensure maximum use of vehicles and workforce, reducing operational costs and overtime expenses
- Ensures timely arrivals, accurate ETAs and improved service efficiency, leading to increased customer satisfaction and loyalty
- Can set up territories for reps to avoid sending the wrong rep to various locations

The right solution will also provide direct access to comprehensive analytics, helping you identify patterns, optimize future routes, and make informed business decisions to further improve operations. Understanding the impact of KPIs such as Route Efficiency Ratio, Miles/Kilometers per Route, On-Time Arrival Rate, Route Density, Fuel Consumption per Route and more can help businesses make profit-boosting improvements.

Home & Last-Mile Delivery Services

Do You Offer Precision in Every Parcel?

Home and last-mile delivery businesses face challenges in ensuring timely, efficient and cost-effective delivery operations. These challenges often hinder their ability to meet customer expectations and optimize their delivery networks.

If you run a home or last-mile delivery business, you most likely run into routing challenges that involve:

- Complexities of meeting specific delivery time windows requested by customers or businesses
- Unexpected route changes due to traffic congestion, last-minute cancellations by customers or road closures
- Multiple, scattered delivery locations
- Overworked drivers
- Keeping customers informed throughout the delivery process so they can be home and available to sign for their packages
- Increased fuel expenses, vehicle maintenance and labor costs, contributing significantly to the overall operational expenses

Do you have the technology to allow customers to track their packages in transit?

Real Scenarios in Last-Mile Delivery

A national hardware retailer went from delivering 50 orders weekly to a whopping 200 deliveries weekly, all within a month. As they expanded, they realized they needed to make an operational shift to support this growth. They now had to accommodate various sized items being delivered, from grills to drills, and since delivery is offered for free for their customers, maximizing efficiencies was crucial to their bottom line. Since this growth came on suddenly, they needed their route optimization software solution to connect directly with their existing warehouse systems in place. Now, with their route optimization software, they are able to connect their delivery software and any changes to orders are reflected in their routes instantly. Customers also appreciate accurate time windows and customer notifications throughout their entire delivery process. For them, integrating routing software became pivotal for sustaining growth.

The Impact of Proactive Communication

Around 84% of consumers in a survey by Convey said they were unlikely to return to a brand after just one poor delivery experience. Route optimization software offers a comprehensive solution, addressing many issues and empowering the home and last-mile delivery businesses to streamline operations, reduce costs and provide superior delivery services to customers.

To ensure effective communication during the delivery process, businesses often utilize various tools such as order tracking systems, SMS updates, email notifications and real-time delivery tracking. These tools help keep customers informed at each stage of the delivery journey, from order confirmation to dispatch, transit and delivery.

94% of consumers expect to receive updates on their orders, so by meeting these expectations, businesses can manage customer expectations effectively, reducing frustration caused by uncertainty.

Keeping customers informed throughout the delivery process is integral to ensuring customer satisfaction, reducing anxiety, managing expectations, fostering loyalty, minimizing customer service queries and gaining a competitive edge in the market. Businesses that prioritize communication and transparency tend to reach higher customer satisfaction rates and repeat business, ultimately contributing to their long-term success.

?

How is your driver retention rate? Do your drivers feel supported in their work, or do they feel micromanaged?

How To Make Lasting Changes in Overhead Costs With Better Routing

Efficient routing directly affects the bottom line of delivery businesses by minimizing costs associated with fuel, labor, maintenance and vehicle use while simultaneously enhancing service quality and customer satisfaction.

Fuel Costs, Emissions and Environmental Impact

Efficient routing helps reduce unnecessary mileage and optimize routes, which directly impacts fuel consumption. By minimizing the distance traveled and using the most direct paths, delivery vehicles consume less fuel, thereby lowering fuel costs for the business.

Labor Costs

Efficient routing ensures that delivery personnel spend less time on the road and complete deliveries more quickly. This reduces labor costs associated with overtime pay, as well as the number of employees needed for a given number of deliveries.

Vehicle Maintenance

Reduced mileage due to efficient routing leads to decreased wear and tear on delivery vehicles. Maintenance costs, including repairs and servicing, are consequently lower as vehicles experience less frequent use and undergo fewer breakdowns.

Better Resource Utilization

Optimized routing allows for better utilization of available resources. By planning routes effectively, businesses can make the most out of their fleet, reducing the number of vehicles needed for the same number of deliveries.

Transportation & Logistics Industry

Do Unexpected Route Changes Throw Your Whole Day Off?

Whether you're transporting goods, services and/or people from place to place, unexpected route changes can significantly impact transportation and logistics businesses in several ways.

For transportation and logistics teams, abrupt changes to routes often lead to:

- Increased fuel consumption and mileage
- Delays in deliveries, pick-ups and drop-offs — no one wants a bad rep or unhappy customers
- The underutilization of delivery vehicles or the misallocation of manpower if sudden adjustments in routes are not well-coordinated
- Possible Service Level Agreement (SLA) violations, resulting in penalties, fines, or the loss of business contracts
- Constant re-planning, affecting the overall workflow and causing stress
- Unfamiliar or unsafe routes, increasing the likelihood of accidents or incidents

To mitigate the impact of unexpected route changes, transportation and logistics businesses need a real-time tracking and route optimization software. These systems help in monitoring routes, providing alternatives in case of disruptions, and allowing immediate adjustments to minimize the negative consequences of unexpected changes. Additionally, contingency planning, driver training and improved communication channels between drivers and dispatchers are crucial in handling route deviations efficiently.

? **How do you currently manage unexpected disruptions or changes in your delivery schedules?**

Real Scenarios in the Transportation & Logistics Industry

An adult day care business faced complex routing challenges managing the diverse transportation needs of elderly passengers across multiple locations. Coordinating transport for individuals with specific medical requirements, varied schedules and diverse destinations was an intricate task. They needed a solution that considered factors such as participants' medical needs, preferred pick-up and drop-off times, ensuring only one passenger is in the vehicle at a time, and wheelchair accessibility. They also needed to have access to KPI reports to help ensure they'd be consistently measuring up to their potential. Their chosen routing software became instrumental and empowered the adult daycare business to provide reliable and tailored transportation services to their elderly participants.

Routing Solutions for Meeting Industry Regulations

Route optimization software stands as an indispensable asset for transportation and logistics companies, offering multifaceted benefits that significantly enhance operational efficiency. By leveraging sophisticated algorithms and simulating routes before putting them into action, the right software solution will calculate the most efficient delivery or shipment routes, considering variables like traffic patterns, delivery windows, vehicle capacities and restrictions.

Such optimization minimizes mileage, fuel consumption, and wear on vehicles, resulting in substantial cost savings in fuel expenses and maintenance while also maximizing resource utilization. This translates to improved on-time deliveries, meeting customer expectations, and subsequently boosting satisfaction and retention rates.

These solutions provide real-time monitoring and adjustments, ensuring adaptability to unforeseen events and maintaining flexibility in operations. Detailed analytics and reporting functionalities enable data-driven decisions for further operational streamlining and identifying areas for improvement.

Ultimately, route optimization software not only streamlines operations but also contributes to environmental sustainability by reducing emissions and ecological impact.

Envisioning Success For The Road Ahead

Implementation: Successful Routing Is Closer Than You Think

When shopping for a routing software, you should be aware that there are several options available, and you've got to make sure your choice truly services every aspect of your business in the best way possible.

RouteManager by WorkWave understands many of your intricate challenges, and we're prepared to empower your team and simplify your routing processes. We work with businesses that have a vision and a plan to scale because they know from experience that our software grows with them—easily and automatically. There are very few limits, and the possibilities are endless.

We're an industry-leading cloud-based route optimization software that allows businesses to manage and optimize last-mile deliveries and routing for mobile workforce, distribution and transportation, and logistics teams. Our software offers a powerful, proprietary routing algorithm, and it's a user-friendly solution for any business out on the road.

Now that you have a solid idea about what your specific business needs are as it pertains to routing, **we invite you to click below to learn how from packages to passengers, RouteManager handles it all!**