

# The Hidden Benefits of Route Optimization Software

Route optimization software uses sophisticated algorithms to efficiently route delivery trucks, reducing fleet operating costs by 10–30%. But the software's value extends well beyond your fleet. Here are 10 benefits you might not typically associate with routing software.



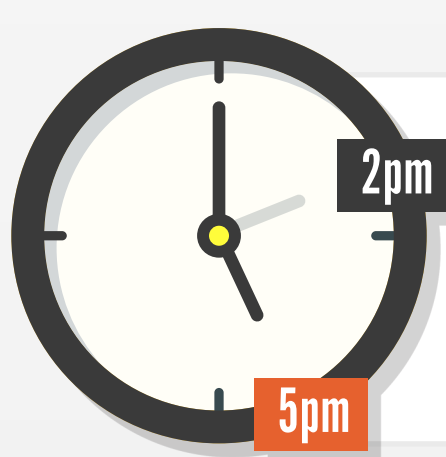
## Increase sales through improved on-time delivery

One of the largest temperature-controlled LTL carriers in the US uses routing software to **improve on-time delivery 12% and increase sales 9%**.



## Protect your brand reputation

Order spikes related to promotions or holidays can tarnish the brand if distribution operations can't handle the increase. Routing software predicts the number of drivers and trucks needed to support the forecast, ensuring that brand promises are kept.



## Help customers reduce inventory with later order cut-off times

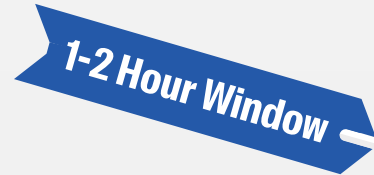
Automated routing takes route planning time from hours to minutes, so customers can order later in the day to shorten their order-to-delivery time. The later they order, the more accurate picture they have of true replenishment needs for the next day.



# \$1.5 MILLION SAVING

## Inform strategic decisions

Using the modeling capabilities within their routing software, a large Midwest distributor with a single Chicago distribution center (DC) learned that adding satellite DCs in St. Louis and Cincinnati could reduce fleet miles 5% and drive time 38% to save \$1.5 million annually.



## Increase customer retention

When you can offer, and consistently hit, narrow delivery time windows, you inspire customer confidence and loyalty.

## Avoid HoS compliance penalties

**The average fine for driving over the 14-consecutive-hour limit is \$7,322.** Routing software prevents planners from making driver assignments that would exceed HoS limits.



# \$250,000 SAVINGS

## Reduce labor to plan routes

A cleaning service company with 27 vehicles automated route planning and immediately redeployed a route planner elsewhere in the organization, **saving \$250,000 in salary and benefits over just three years.**



## Avoid driver hiring costs

**The cost to replace each driver who leaves your company is \$8,200.** Software-generated routes that are fair and achievable help you retain the drivers you have.

# -50%



## Reduce customer service costs

By using routing software's live tracking feature, distributors can reduce "where's my delivery?" calls up to 50%. At \$7–\$13 per call, a reduction of 25 calls per day could save \$85,000 annually.

## Reduce CO2 emissions

Routing software reduces the miles, fuel and CO<sub>2</sub> required to complete delivery routes. **One UK store chain making 34,000 weekly deliveries reduced fleet miles 5% and CO<sub>2</sub> emissions by 5,000 metric tonnes annually.**



# -5,000 METRIC TONNES



To learn how your business can capitalize on these and other benefits of routing software, visit [www.aptean.com/solutions/tms](http://www.aptean.com/solutions/tms) or contact us directly at [info@aptean.com](mailto:info@aptean.com)

