Routing Methods

What's Right for Your Business?

Your routing method can't be just standard or dynamic anymore. As businesses have grown and changed relative to market demands, so have the methods that get vehicles on the road.

How do you best balance customer demands with cost and efficiency? How do you build routes that are right for your business, but also right for your customers?

Read on to learn about six routing methods — plus the pros and cons of each.

1 Standard Routing

This method (also known as static or template routing), is used when it's important to have the same driver service the same customer(s). There is a specific route and sequence and when customers order, they automatically get placed on the route you assign them to. Preferred customers get the service level they desire, but it's harder to get a truck to capacity and save money.

PROS

- 1 to 1 relationship between driver and customers
- Creates internal consistency and sets customer expectation levels
- Gold customers can still be prioritized without maintaining lots of data

CONS

- More costly with a less efficient route plan
- Over time, as new customers are added, routes become less efficient
- Additional route balancing is often needed

2 Full Dynamic Routing

Centralizing all the information about a customer is the most important part of this method. It requires accurate information about the customer, such as address, priority, and equipment. Dynamic routing looks at business constraints such as capacity, time windows, customer and vehicle restrictions, and total time. Routes are balanced and created automatically based on these restrictions, but this means customers see different drivers from one day to the next and drivers don't master their territories.

PROS

- Fewer vehicles with better capacity usage
- Improved sequencing of stops
- Reduced miles
- Customers clustered by location
- Decreased run time
- Lower costs

CONS

- Customers lose consistency with drivers
- Drivers can be unfamiliar with territories
- More maintenance required on customer accounts

3 Standard Route Fragments

This combines both standard and dynamic routing concepts. The main theory is that customers that you want to have 1 to 1 relationships with drivers are placed on the route first in their preferred order and then other customers are dynamically added to the route. Expanding upon this, you can also feather in stops into a route after, before, or in between the set sequence of customers.

PROS

- Assign drivers to gold customers
- Improved sequencing of stops
- Reduced miles
- Decreased run time
- Lower costs

CONS

- Not quite as cost efficient as dynamic routing
- Need to manage Standard Route attributes
- Lose efficiencies as more customers are assigned to the static part of the Standard Route Fragment

4 Preferred Route ID Routing

Assign a customer to a specific route, but not a specific sequence. Stops are then dynamically sequenced on the route following dynamic routing rules. This allows for additional customer orders to be added to the route at the lowest cost while adhering to rules.
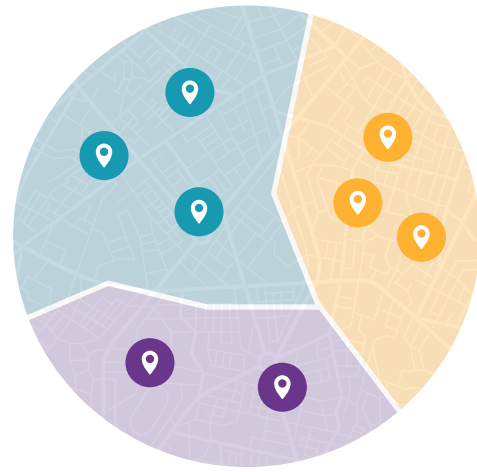
PROS

- Assign drivers to gold customers
- Improved sequencing of stops
- Fewer miles than standard routes
- More cost efficient than standard route fragments
- Decreased run time compared to standard routes

CONS

- Not as cost efficient as dynamic
- More maintenance required on gold customer accounts
- Does not reduce routes

5 Cell Routing

Cells help blend the benefits of template or standard routing with some of the efficiencies of dynamic routing by geographically grouping customers together. When routes are created, the boundaries can be either hard or soft — meaning drivers or vehicles stay within the cells or allow cell boundaries to be crossed.
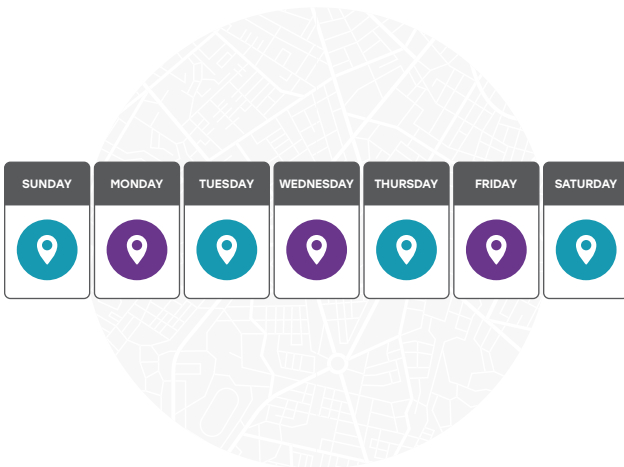
PROS

- Assign drivers to specific areas
- Improved sequencing of stops
- Reduced miles
- Decreased run time

CONS

- Not as cost efficient as dynamic routing
- Can create artificial boundaries

6 Weekly Routing

Create routes for multiple days with one routing pass. This drives density and reduces cost when orders have a range of times they can be delivered intermingled with orders that have exact delivery dates. This is used in conjunction with full dynamic routing.

PROS

- Creates density
- Lowers costs
- Eliminates single, far-out runs
- Reduced mileage

CONS

- More information required per order

Cost Impact Comparison

$	Standard Routing
$$	Preferred Route ID Routing
$$ – $$$	Standard Route Fragments
$$$	Cell Routing
$$$$	Full Dynamic Routing
$$$$	Weekly Routing

Customer Service and Efficiency Impact Comparison

BENEFITS	Standard Routing	Full Dynamic Routing	Standard Route Fragments	Preffered Route ID Routing	Cell Routing	Weekly Routing
Customer Service Benefits						
1 to 1 relationship between customer and driver	+					
Create internal consistency and set customer expectation levels	+		+	+		
Assign drivers to gold customers	+		+	+	+	
Efficiency Benefits						
Assign drivers to specific areas	+		+	+	+	
Assign drivers to a specific grouping of customers	+		+	+		
Prioritize gold customers without maintaining lots of data	+		+	+		
Improved sequencing of stops		+	+	+	+	+
Reduction in mileage		+	+	+	+	+
Decreased run time		+	+	+	+	+
Customers clustered by location		+			+	+
Route customers with similar characteristics		+			+	+
Achieve route density		+				+
Fewer vehicles with better capacity usage		+				+
Eliminate single far-out runs		+				+

LIMITATIONS	Standard Routing	Full Dynamic Routing	Standard Route Fragments	Preffered Route ID Routing	Cell Routing	Weekly Routing
Customer Service Impact						
Customer loses consistency with drivers		✕				✕
Drivers unfamiliar with territories		✕				✕
Efficiency Impact						
Additional route balancing often needed	✕			✕		
As new customers are added, routes become less efficient	✕		✕	✕	✕	
More maintenance required on customer accounts		✕		✕	✕	✕
Can create artificial boundaries					✕	
More information required per order		✕				✕

To learn how Omnitracs' routing solutions can help businesses of all needs, visit www.omnitracs.com/solutions/planning-delivery.

Optimize Routing for Your Last Mile Fleet with Omnitracs

We proudly serve the largest distribution fleets with the most comprehensive solution for all of your last mile needs from routing to planning to execution. With Omnitracs Routing, your customers receive on-time deliveries, real-time tracking, accurate seasonal adjustments for recurring orders, and more, while your drivers easily navigate on a single device to better manage workflows and truck-safe route paths. Ultimately, fleets experience decreased operational costs including 23% reduction in total miles driven, 55% reduction in time spent routing, and 15% reduction in driver overtime.

23%
reduction in total miles driven

55%
reduction in time spent routing

15%
reduction in driver overtime

Omnitracs Routing

With Omnitracs Routing, you can quickly compare and score routes based on cost and distance and precisely define and identify delivery locations. Interactive road maps give you street, satellite, and hybrid views, and make it easy to enable or disable specific roads. Comprehensive reports give you the information to make more informed business decisions. And you have 24/7 access to historical data, all safely stored in the cloud.

Omnitracs optimized routing gives you an intelligent, cloud-native solution that reduces transportation costs while improving customer service and satisfaction.
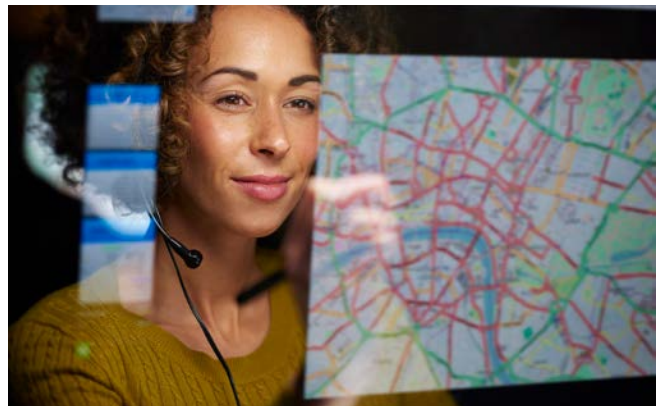

Stay on top of route execution in near real-time with Omnitracs Dispatch.

Omnitracs Routing goes the extra mile, helping you evaluate routes with maps and lists of stops.

Omnitracs Dispatch

Omnitracs Dispatch is a powerful software tool that helps fleets of any size with trip management capabilities that go far beyond routing. With GPS-enabled driver location/activity monitoring and real-time arrival and departure information, it's easy to know what's happening on the road. You can evaluate current route plans on the go and notify drivers of any changes. By keeping customers informed, you can reduce service inquiries as well.
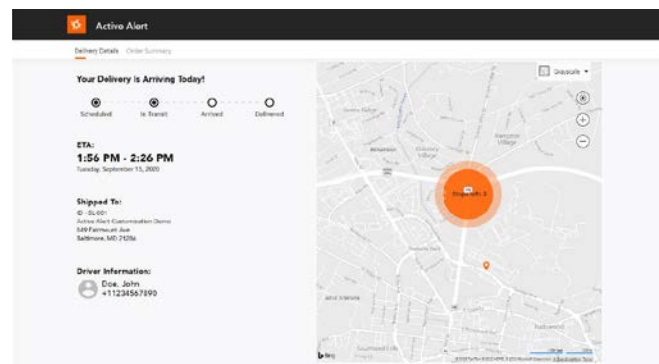
Omnitracs Dispatch can significantly improve fleet efficiency and performance and provide a better experience for both customers and drivers, all while cutting costs.

Omnitracs Active Alert

Omnitracs Active Alert provides customers with unparalleled visibility into their entire order lifecycle keeping them informed every step of the way, from scheduling to delivery. By automating the tracking process, this powerful tool not only enhances customer satisfaction but also saves your business valuable resources that would otherwise be spent on manual processes, reducing bottom-line costs. Rich customization options enable you to seamlessly promote your brand and reinforce customer loyalty, making Omnitracs Active Alert a must-have for any forward-thinking business.

Omnitracs Active Alert provides customers with visibility into each state of their order lifecycle — from scheduling to delivery.
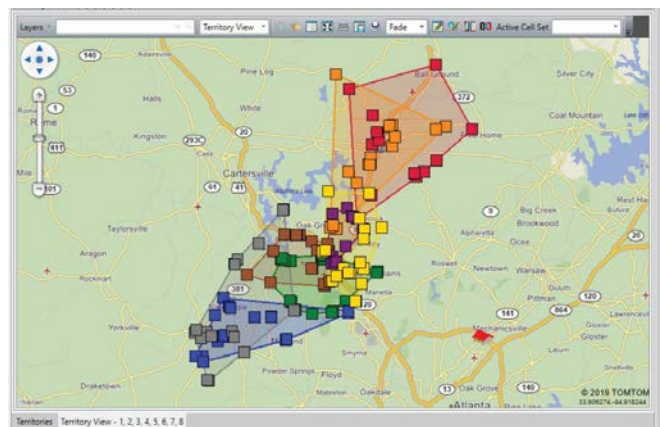
Omnitracs Strategic Planner

Omnitracs Strategic Planner makes re-routing a faster, easier, and more concrete process. Strategic Planner automatically analyzes your fleet's historical data and generates an optimal territory solution for existing fixed routes or pre-sale territories. You can configure each route and its stop sequence within a territory to accommodate customer-specific needs and time windows. And in just seconds, you have a strategic roadmap of balanced routes.

Making your fleet more efficient helps manage rising fuel costs, tight staffing, and customer expectations. Omnitracs Strategic Planner gives you the tools.

Generate unique territories according to your business goals with Omnitracs Strategic Planner.

To learn more about any of our Route Optimization and Dispatch solutions, contact us today to speak to a specialist.

ABOUT SOLERA FLEET SOLUTIONS

Solera Fleet Solutions brings together the industry's leading brands, including Omnitracs, SmartDrive, SuperVision, Spireon, and eDriving, benefiting fleets of all sizes and industries. Our unmatched breadth and depth of capability provides a seamless experience and helps fleets attract and retain the best talent. Solera Fleet Solutions is relentlessly focused on driver safety, maximizing productivity – on and off the road – and managing fleet compliance, improving driver and fleet performance.

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