

ONE ROUTE. THREE DIFFERENT OUTCOMES.

The same deliveries.
Three different planning strategies.
Three completely different business results.



DID YOU KNOW?

Poor route planning can increase transportation costs by up to

30%

while reducing fleet productivity and customer satisfaction.



Smarter route optimization doesn't just save miles. It saves time, fuel, and customers.



SCENARIO: 100 deliveries. 12 vehicles. Same city. Same day.
The only difference? **How the routes are planned.**

01

MANUAL PLANNING

Routes planned manually with limited visibility and constant firefighting.



WHAT HAPPENS

- Routes planned manually
- Overlapping stops
- Traffic ignored
- Last-minute changes create chaos

RESULTS

- Higher fuel costs
- More idle time
- Frequent late deliveries
- Lower driver productivity

02

BASIC GPS NAVIGATION

Drivers follow GPS individually, but the overall fleet isn't optimized.



WHAT HAPPENS

- Finds fastest road
- Avoids traffic
- No fleet optimization
- Drivers work independently

RESULTS

- Better than manual planning
- Unnecessary miles still add up
- Capacity underutilized
- ETAs remain inconsistent

03

AI-POWERED ROUTE OPTIMIZATION

AI-consideres real-time data and optimizes the entire fleet for maximum efficiency.



WHAT HAPPENS

- Considers traffic
- Vehicle capacity
- Delivery priorities
- Customer time windows
- Dynamic rerouting
- Multi-stop optimization

Routes continue improving throughout the day.

RESULTS

- Fewer miles driven
- Lower fuel costs
- Accurate ETAs
- More deliveries per vehicle
- Higher on-time delivery rates
- Happier customers



THE ROUTE DIDN'T CHANGE. THE PLANNING DID.

AI-powered route optimization transforms the same fleet, drivers, and deliveries into faster, smarter, and more profitable operations.



OPTIMIZE EVERY ROUTE WITH LOGINEXT.