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## Ways Retailers Can Maximize Their Bottom Line with
## **Location-Enabled Services**

**MAPQUEST**
**Developer**

Geocoding, routing, traffic, and mapping tools can improve the efficiency of supply chain management and logistics in many ways, from delivery route planning to asset tracking. When widely adopted and integrated into daily operations, geospatial tools can help you build great experiences, connect your business, and delight customers.

You don't need a full time intern crunching numbers to find innovative ways to increase your bottom line. Power your business with location-enabled geospatial solutions and you could save a lot of time, money, and resources.

**Here's how:**

## 1. Streamline operations

With optimized routing, real-time traffic, and reliable geocoding, you can make sure your delivery teams or field personnel are taking the fastest route possible at all times.

- Ensure your logistics team is spending less time on the road and more time schmoozing clients. Look for a solution that enables you to avoid congested areas of your city when routing from an origin to a destination. And make sure you're able to choose between the fastest and shortest route.

- With optimized routing and traffic updates, you can be sure to provide products and services on time, and on budget.

- If your geocoding results aren't reliable, or you can't decipher the accuracy of the codes, your road team is bound to face some issues.

## 2. Save time and money through data storage

The amount of data that comes from geospatial activities like geocoding and routing starts to pile high quickly, and if you're not prepared it could end up costing you.

- By saving geocodes and location data for future access, you can bypass fees that may be associated with each of these actions.

- Always know where to find your geocode results and ensure consistent data across your various departments. Teams outside of Operations often leverage these results, such as Sales and Marketing, and by streamlining how this data is accessed will save you from data-induced headaches.

- With a solution that allows you to store geocode results and display them on a map of your choosing, you can pinpoint the best combination of location-based providers that meet your needs and your budget.

## 3. Track your assets

You wouldn't trust a monkey to juggle machetes over your head. So why trust people to play withyour assets?

- Precision asset tracking enables you to pinpoint your worker(s) at any given time, get

notifications if they deviate from their set territory, and predict delivery times if that's the business you're in. Know exactly where your trucks are held up along the way, and make smarter routing decisions in the future. As a result, you'll improve overall customer experience and see loyalty skyrocket.

- By connecting people, places, and things, you can kick-start your location intelligence and improve how you make decisions about your business.

## 4. Make better decisions

Socks with sandals. The male ponytail. Haphazard decisions are best kept at home. When it comes to your mission-critical business decisions, only the best technologies will do. MapQuest for Business and the all-in-one solution will make you look good. And really smart.

- Minimize labor costs by dispatching field workers according to demand and traffic, not averages and instincts.

- Improve customer service by tracking delivery status in real time and providing ample notice to your customers regarding delays.

- By aggregating customer data such as historical search data, location, and routes, you can predict intended destinations. Enhance this information with third-party data to further define your target audience with information such as demographics. Now with a better picture of your target audience, you can improve segmentation and be smarter when targeting your next best customer.

## 5. Save time and resources

Get your product out the door faster by focusing on your core competencies instead of building geospatial tools yourself.

- Save development time with our in-depth documentation, vast community of Developers, and industry-leading support team. Did we mention that we actually answer our phones? That's more than the average millennial or Fortune 500 Company can claim.

- When armed with flexible APIs and powerful geospatial tools, you can spend your time focusing on meeting deliverables and moving your product towards completion. Let your location-services provider take care of logistics, mapping, routes, and more.

- Look for a proven geospatial provider when making the leap. MapQuest invented digital maps and we've been in the business longer than most developers today have been alive.

## About MapQuest

MapQuest for Business powers thousands of businesses with location-enabled geospatial solutions. Our platform provides companies of any size with the means to increase efficiency and streamline processes, connect with customers, and ultimately deliver the all-important exceptional user experience. Most important, the MapQuest for Business experience is backed by industry leading customer service and technical support.

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