

## Efficient Routing Training

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### Challenge

A national company that provides lawn care services was wasting resources by using traditional routing practices. The company needed to train its routers across the country on available software and company best practices to enable them to route their lawn care and sales specialists more efficiently. The routers needed to learn how to:

- Use existing software and planning tools to create logical, compact routes that enabled specialists to spend more time on service and less time driving.
- Lessen the impact and expense of service calls far from technicians' regular stops by following a consistent service pattern and schedule.
- Perform routine daily tasks to manage paperwork and data.

Because ProWrite can gather information, explain complicated concepts, and organize information into clear, effective, and consistent training materials, the company asked ProWrite to create a guide for training best routing practices.

### Solution

ProWrite gathered information from the client to create a training guide that could also be used as a reference guide. The guide:

- Contained concise text, illustrative graphics, and quick reference pages to clearly explain the company's best routing practices and applicable software programs.
- Improved training effectiveness.
- Looked professional and was easy to update.
- Was suitable for posting on the company's intranet.
- Standardized the company's way of doing business across the country.

### Benefits

The company now has a training guide that encourages the consistent use of best practices in its branches across the country. These efficient routing practices help ensure sales and service technicians can meet their goals, gas and supplies are not wasted, and customers' lawns receive timely service for healthy growth. The training guide helps increase the company's revenue, reputation, and customer satisfaction.

