

# Routeware Customer Features

## Getting Safety, Productivity and Efficiency Right



### LeMay Enterprises

Tacoma, WA



**Norm LeMay**  
Vice President

*“Routeware provides the right balance of safety, productivity and efficiency.”*

LeMay is the largest independent hauler in the State of Washington, with more than 250 trucks. Founded over 65 years ago, they have been loyal Routeware customers since 2003. Norm LeMay has personally overseen the implementation of Routeware across the entire Le May fleet.

*In order for us to run a successful operation we need to consider the balance of three key variables: safety, productivity and efficiency. Let me tell you why. If safety was our highest priority, we'd never move our trucks. If all we cared about was productivity, then our drivers would be slamming cans all over the place. And if efficiency alone was our goal, then we'd cut down on drivers and work them to the bone. It's the balance of these three variables that matters to us.*

*Routeware is integral to our operation. It puts a manager in the seat of our trucks to ensure we find the best balance. Drivers know what criteria are important to our success. They know they are being judged but they appreciate it. They want us to know how hard they are working, and it's motivating to them that they are evaluated on logical and fair criteria.*

*Routeware specifically enables us to:*

- ✓ *Determine which drivers are completing their routes most effectively based on pick-up, distance and time*
- ✓ *Motivate drivers based on their on-route performance*
- ✓ *Monitor route behavior at certain times of the day to ascertain the exact difficulty to complete routes*
- ✓ *Anticipate issues by looking at errant and stagnant trucks*
- ✓ *Send helper routes more quickly and effectively over Routeware*
- ✓ *Correct incidences of driver speeding and idle time*

*At the end of the day it all comes down to getting the right box in the right place at the right time. That's the power of Routeware.*