



RoadTrip Radar

finding your points of interest along your route

RoadTrip Radar



Driving, done the way
you want to

Making the most of each trip...

...staying ahead of the
competition.





Driving is big business.

In fact, trips made by car (as a driver or passenger) account for 64% of all trips made and 78% of distance travelled in the UK*.

- Within this market, travelling professionals (e.g. sales reps, etc.) make up 3% of all trips, but account for 10% of all distance travelled

Trying to capture this market is not easy – people travel for various different reasons, and their routes can be unpredictable.

Route planning is similarly problematic, with no way of cohesively drawing together the differing requirements of the discerning wanderlusters.

That's where we come in.



FAQs

1. How does the service work?

From a list of customer/client addresses supplied by you, we create your own personal, private and secure database from which your map is generated. Whenever you create a new trip, you search this database for account locations within a specified distance.

2. How do I filter my client search?

In any way you like! Each database is created from scratch – there is no “one-size” approach to this. If you need to be able to search for “only prospect accounts, over £1m revenue, with purple in their logos, within 50 miles of my route” then you can do just that (providing you have the information in the first place).

3. I can see lots of other businesses here, too, like restaurants and hotels, which aren't my customers – what are they?

This is the main database from which the public create routes. We include this in your search so that your travelling personnel can find places to break their journeys for business services, such as food and rest, along their business trip. It means that they don't have to waste time searching for these things when they should be visiting clients.

4. How is the service licensed?

There is an initial setup cost, and then a subscription service (priced per user). Feel free to get in touch for pricing options.

5. Do you have an app?

Not yet – but we hope to within the first year of launch!



- For business users, add your prospect- and customer-base to your own, personal RoadTrip Radar Database and reduce your travel costs while, at the same time, increasing your sales.
- Our solution helps your travelling representatives plan smarter journeys - maximizing the amount of visits they make, while expending the least amount of travel effort and money. Our technology ensures that you create an efficient route that moves logically from account to account, taking the quickest routes that covers the least miles.
- As well as this, when looking for hotels, restaurants and other business services required on the road, your team can choose locations that are on their route of travel so that they save time and fuel.



Resources



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