

Simplified route optimisation

Smarter customer experience

Effortlessly delivered

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Using MaxOptra we have optimised our delivery routes contributing significant savings in direct costs and resources. Our customer service is improving and we are better able to fulfil our service commitments including agreed cut off and supply deadlines and back order communication. The MaxOptra team has supported us at every stage with prompt, flexible and helpful advice.”

Ian Botham
Group Parts Operations
Manager at Robins & Day

Robins & Day

FRAGILE
HANDLE WITH CARE

MaxOptra helps forward thinking businesses and brands to deliver incredible customer experiences through simplified route optimisation, smarter fleet management, innovative customer communications and an overall fast and reliable delivery service.

Professional, dynamic and straightforward – from start to finish, the MaxOptra experience is refreshingly simple, highly efficient and rewarding.

Dynamic Routing Optimisation

Our dynamic routing functionality plans routes daily, weekly, monthly, or however frequently you require. MaxOptra not only takes into account traffic conditions and known roadworks but also vehicle capacities, live order volumes and delivery time windows. This helps reduce excess mileage and as a result, can cut operational costs by up to 20%.

Planned vs Actual Tracking

MaxOptra continuously compares planned performance with realtime data. The actual route is displayed next to the planned one right on the map; highlighting any route deviations. Any issues can be easily highlighted and quickly dealt with.

Track and Trace Integration

MaxOptra integrates with a number of leading tracking service providers to obtain actual data on what your vehicles are doing. No built-in GPS devices? You can still get tracking data from any Android and iOS device used by your personnel.

Customer Communication

With MaxOptra you can proactively send out email and SMS ETA notifications to keep your customers informed. Customers can also keep themselves informed using our Website Widget. In addition, our ePOD functionality allows drivers to log proof of delivery and capture signatures, photos and comments.

Straightforward Implementation

We pride ourselves on offering exceptional customer service at every stage of the MaxOptra experience. Each customer works closely with their own Implementation Manager during the training, set up and go live phases.

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