



**ROLLING  
THE DICE  
WITH YOUR  
BUSINESS?**



**MANY  
COMPUTERS ARE  
STILL  
OPERATING ON  
WINDOWS 7...**

**MICROSOFT  
RETIRED  
WINDOWS 7  
BACK IN  
JANUARY OF  
2020!**



**THAT MEANS IF  
YOU STILL HAVE  
WINDOWS 7, YOU  
ARE MORE  
VULNERABLE TO  
SECURITY RISKS,**

**TIME TO MAKE A  
CHANGE.  
CONTACT YOUR  
LOCAL IT  
RESOURCE!**

# The RouteMan Spotlight

EDITION 5

JUNE 2021

## How to Get the Most Out of Your Xpress Ordering App

For the past 8 months, KCS has been promoting and encouraging our clients to purchase the RouteMan Xpress ordering app or their own customized version that we refer to as Branded.

While several of our companies have decided to purchase the app, one in particular has really embraced it and begun to let it change the way they do business.

Rosedale Ice has been ramping up their use of the Rosedale Ice app over the winter months, and to date they've taken over 750 orders through Xpress. In the interest of helping others, we recently reached out to their staff for tips about promoting the service to their customers.

Mike Bullock (COO) mentioned doing a big push with cards that had the QR code for their app printed on them. By handing this to their customers, they can easily find and download a free copy of the app to any smart device.



Apple



Android

When starting to promote the app, Rosedale sent out an email blast letting their customers know it was available. They've had sales people promoting it ever since. They've even changed their

automated phone prompts to try to steer more customers to make the move.



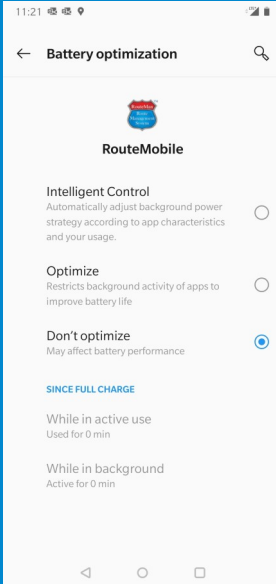
**ROSEDALE  
ICE**

**"We've tried many different ideas to get our customers to transition to the app,"** says Ricky Fitzhugh, the President. **"The main thing is that you just keep telling your customers that this is how we take our orders now. For all new customers, we just tell them this is how we do business."**

One of their largest customers is a chain with over 200 store locations. After doing a pilot program to test the process, their management is now moving to implement ordering through the app for all their locations.

If you would like to explore these ideas further, search for Xpress on the RouteMan Help Videos site. We have a video there that describes even more tips and ideas to advertise Xpress so that you can reduce your call volume and help you serve your customers in an even more responsive way.

## STOP Battery Optimization



NORMALLY  
WE THINK OF  
OPTIMIZING AS  
A GOOD THING.  
WE CERTAINLY  
WANT YOU TO  
OPTIMIZE YOUR  
ROUTES. BUT  
WHEN IT COMES  
TO  
ROUTEMOBILE?  
JUST  
DON'T DO IT!



## Company Focus:

In the fall of 2020, we had just finalized the agreement for Gulf Coast Water & Ice to join the RouteMan family when Jeff booked his trip. The same week he was scheduled to train them on-site, their area was suddenly devastated by Hurricane Laura.

Located in Sulphur, LA and serving businesses across Louisiana and Texas, Gulf Coast Water & Ice is a local distributor of bottled drinking water, packaged ice, Igloo Coolers, and other related products. Unfortunately their area was hit very, very hard.

The Gulf Coast team were affected individually and collectively, but with a great attitude they responded quickly to be there for their community as it recovered.

As Jeff left their offices after their delayed training in October, here came



Hurricane Delta, another category 5. Fortunately it didn't hit them as hard, but it's been a tough year.

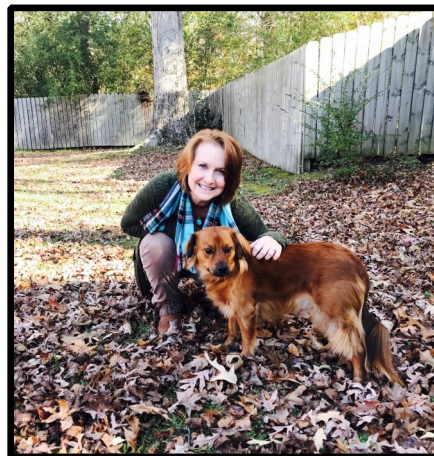
We recently asked Dewitt Poole, one of the owners and their fearless leader, why they chose to work with RouteMan. He said, **"After speaking with other ice companies and researching the available programs, RouteMan was definitely our top choice in our evaluation."**

Now that they have been using RouteMan for the winter season, he says, **"the delivery guys have responded very well to this system and the ease of use for invoicing and reports really brings us to the next level."**



## Meet the Team: Suzanne Watson, the First to Answer

Hi, I am Suzanne and I am the receptionist at KCS. If you call our office, I might be the first one you talk to that day.



I joined the team in June of 2018. My background has been in teaching. I taught for around 20 years. I am not originally from Birmingham and have only lived here for about 9 years. I grew up in Mississippi, but have lived in Tennessee and Florida.

I am married and have two daughters. I love animals and especially my dog Presley. I have loved being a part of the RouteMan team. They are like family around here. I have enjoyed getting to know all of you from your phone calls. If I haven't spoken to you yet, I hope to soon.

THE ROUTEMAN SPOTLIGHT