

5 REASONS WHY TRAFFIC DATA IS IMPORTANT

Keep drivers safe with early warnings

Any adverse conditions that could cause an accident, such as **weather** or **traffic build-ups**, are **instantly** communicated to the driver ahead of time, allowing them to brake early with plenty of room for stopping.

DANGER AHEAD

Begin slowing down now



Provide a detailed view of the route ahead for peace of mind

Drivers have complete oversight in their route planning and can make changes depending on their **route preference** - allowing them to concentrate when they get on the road.

Accurate ETAs to boost customer satisfaction

Once on-route, ETAs can change depending on unforeseen conditions. Avoid late deliveries and dissatisfied customers by **keeping the whole supply chain up to date** and work to ensure customer SLAs are reached.

NEW DELAY

Updating ETA Schedule



ETA UPDATED

Recipient notified



Improved efficiency with realistic drive times

Traffic uses both **live and historical traffic data** to calculate travel time, ensuring drivers don't waste time and money.

8:00 AM

9:00 AM

SLOWEST

FASTEST

Automatically provides an alternative route suggestion to stay on plan

Severe delays or road closures that occur enroute don't need to affect the journey. Drivers can quickly **calculate an alternate faster route** that helps them to avoid traffic entirely.

NEW ROUTE

Avoids congestion



Contact Us Today!