



Data Services

On Demand Delivery Sequencing

Overview

On Demand Delivery Sequencing provides a service to automatically sequence your delivery routes based on the most efficient means of travel. Submit either all addresses for each route or just the addresses of subscribers on each route, and we'll return to you the list sequenced in the most efficient path.

Benefits

Finding the most efficient path to drive a delivery route can be a challenge for new and experienced drivers as well. Willowbend utilizes digital mapping technology to automatically sequence your routes, reducing delivery time, reducing delivery cost, and increasing delivery quality.

Requirements

- Either a complete address file of the market with subscribers identified or a subscriber address file only. Each address must be routed.
- Different sequences are available for various subscriber service types. For example, a daily versus Sunday sequence can be determined.
- Output file requirements must be provided.
- The newspaper must have the ability to access Willowbend's ftp site.
- Files must be provided in text format if possible to avoid additional charges..

Deliverables

Willowbend will process the supplied files and provide:

- A text file with each address or subscriber address and a sequence number representing the sequenced delivery order by route. Where an address could not be placed in a sequence due to digital map deficiencies the sequence number will be left blank. The typical quantity of unsequenced addresses is 2.5%.
- Additional sequences for multiple subscriber type days are available at additional cost.

Contact Willowbend Corporation for more information

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