# Thoughtful Systems NEWS

Feature Spotlight: Scheduling Manager-Google Maps Interface

Scheduling Manager Gemini and *Scheduling Manager Web Express,* our online version, both have Google Maps functionality! All of the extremely desirable and easy to use features associated with our Microsoft MapPoint integration, such as finding directions, sending each team their route for the day, or choosing the optimal day and time for a job based on your schedule are now available worldwide. All that is required for this interface is an internet connection and a web browser.
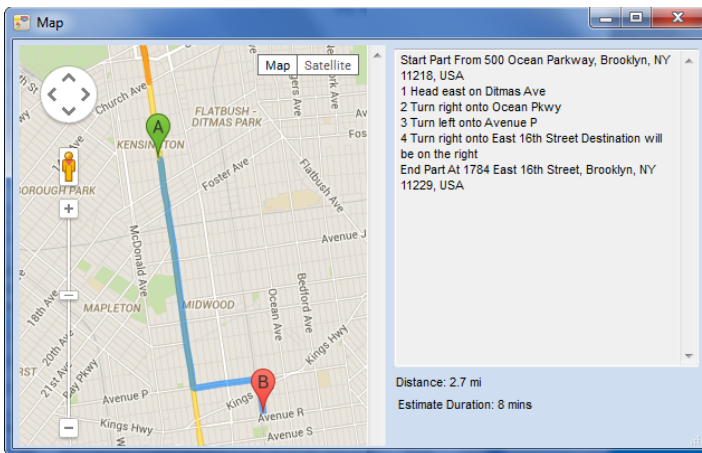

We've even added a feature to make scheduling and routing even easier. Teams are color coded so
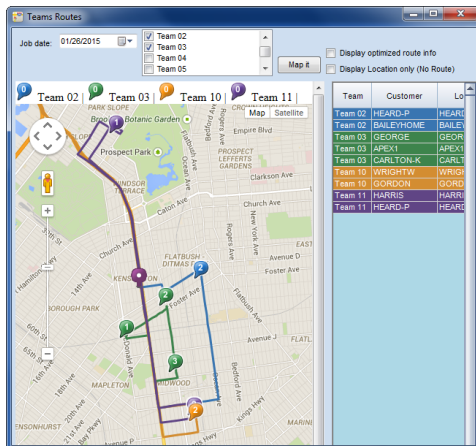

overlapping routes are easily distinguishable visually. This way, if you ever need to check a team's route it is easy to distinguish one team from another. You will be able to get a good overview of all of your teams' schedules for the day and make quick reassignments should the need arise. This is a great improvement on our MapPoint interface, which did not allow you to plot multiple routes.

There's even a route optimization feature that allows you to optimize a route, automatically reordering jobs to minimize driving distance. This allows jobs to be taken care of in the most efficient manner possible, saving your teams' valuable time and allowing you to schedule more jobs in a given day. This will reveal alternate routes that will reduce the cost of driving to each job and increase the revenue that your teams bring in.
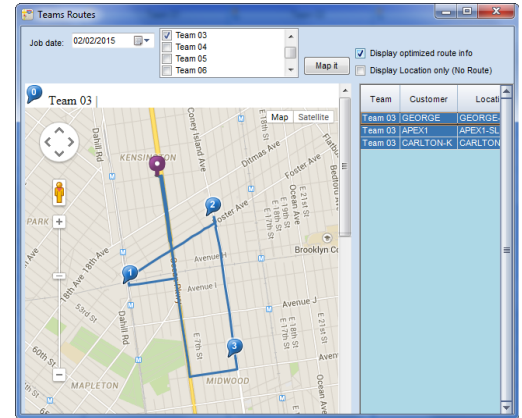
You can choose the best job date by selecting the option on the Daily Dispatch Calendar, Weekly Dispatch Calendar, and Job Calendar All Teams.
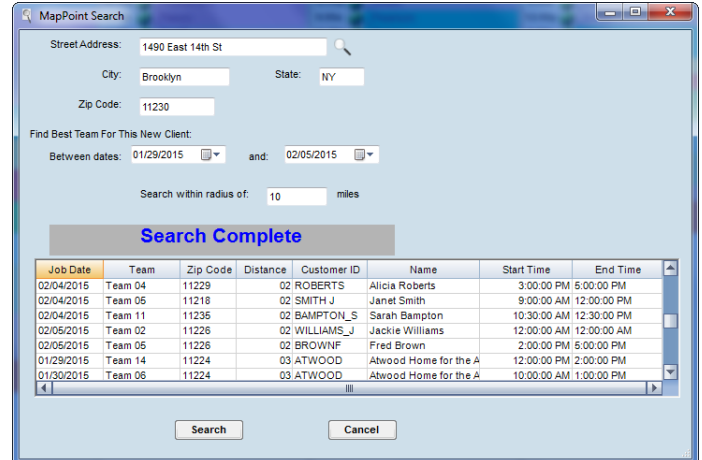
We've even included an option to choose the best team for a job. If a customer calls and they want a job for a specific day, you can input the work address and find teams that have a job close by. You can also see the times for those jobs, so you'll know when they become available. Call us for a free trial of the new Google Maps feature!

Call now to order or learn more about your Mobile and Web Express options!

Scheduling Manager News: Web Express Credit Card Processing

Web Express can now process credit card payments! Our partnership with XCharge allows you to enter credit card payments from anywhere. Enter your company information on the Credit Card information screen to secure your connection and quickly process credit card payments. This prevents you from wasting time manually punching in credit card numbers.
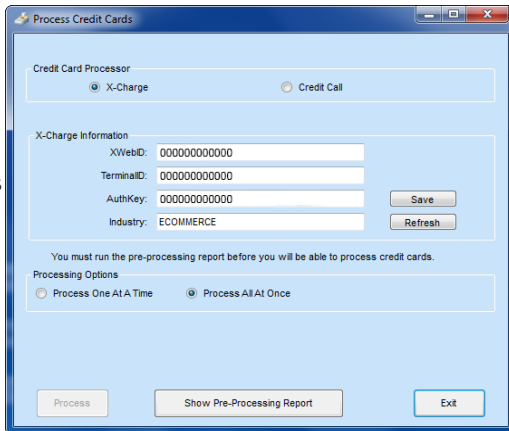
You can save the customer's credit card number in their profile. Simply go to the Credit Card Info tab and select Get Credit Card ID. Enter the info and it's saved and encrypted on XCharge's secure server.
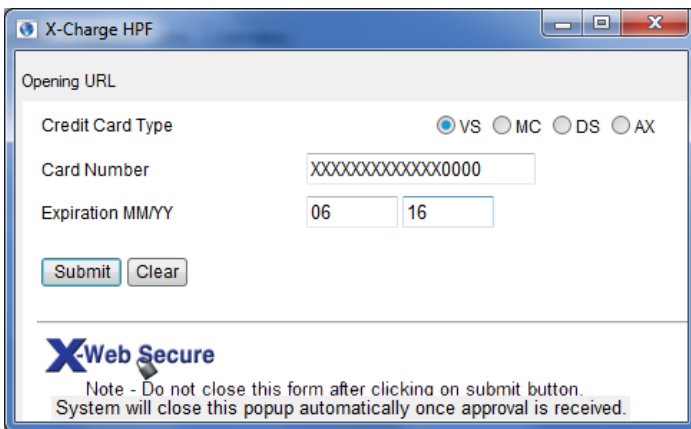
This saves you an enormous amount of time whenever you have a batch of payments to process, and gives your customers a convenient way to pay.

We also offer the option to process them conveniently with our Credit Card Processing Module in *Scheduling Manager*. With our credit card processor you are also guaranteed better rates than your current processor, so this saves you money in multiple ways!

Tags For Marketing Campaigns

The tags function in **Scheduling Manager Gemini** is a multi-functional tool that you can use to organize your clients, plan your schedules, separate clients for billing and a number of other clerical applications. To supplement its useful organizational qualities, the tags feature is a powerful marketing tool you can use to target specific market segments.
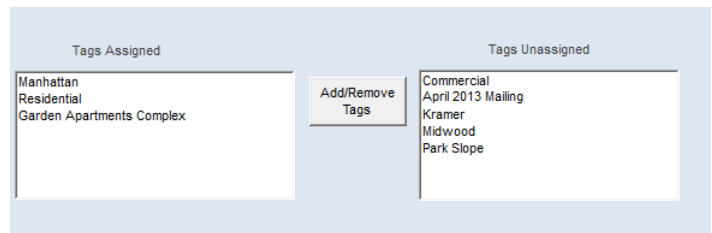
Email newsletters could provide valuable marketing opportunities and the tags function can help you capture the most valuable prospects. You can tag your clients and create corresponding lists, time your email blasts to arrive perfectly on time, and more.
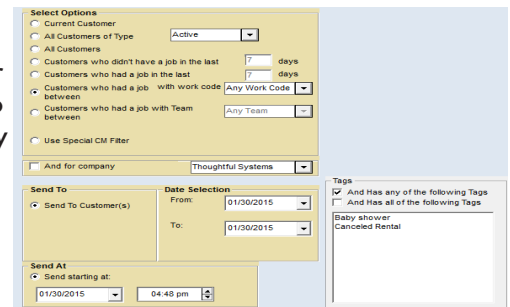
The tags you assign to your customers will help you send them specific targeted offers. For example, your home and office clients may be tagged with 'Residential' & 'Commercial' to send your different types of customers offers that are relevant and enticing.

Tags can also be used to identify clients by which services or products they have purchased from you. Now you can send them specific and interesting information covering exactly what they want to know. **Offer great promotions to customers with a certain tag** and offer them discounts where they want them most. **Gather your resources and** keep track of the industries or client types you currently service to ensure you're maximizing the full potential of your business. **Keep track of special cases.** Some customers simply require more attention than others. Group these types of customers together to make sure they always get the attention they expect.

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