

Bringing to market their Automated Scheduling Solution using Smart Technology and a SaaS Platform for Online Bookings, Routezilla is enabling Service Companies to Improve Customer Service, Efficiency and instantly Make More Money

**Business Services
Workforce Efficiency**

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**Rob Ducharme
CEO**

BIO:

Robert Ducharme is the founder and CEO of Orcamax Business Solutions, which provides Routezilla.com as a cloud based service efficiency software. Routezilla is the third successful start-up Mr. Ducharme has created and marks his transition from service based operations to software development. He has participated in the Jump Start Challenge and was a finalist in the Accelerate Okanagan competition. He has also been a finalist in the New Ventures Regional Pitch Competition, (BCIC), Venture Okanagan, (SIFE), and was a Pitch Winner at the VAP Funding Initiative, (E@AO).

About Routezilla:

Routezilla's automated scheduling uses smart technology that allows for a hands free experience. Sit back and watch as bookings come in and conveniently place themselves on work crews that have been assigned to specific regions on specific days. The manual override feature lets you take the wheel when necessary. This is especially handy for seasonal companies or for booking off your Christmas Holidays.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Ducharme, would you tell us the focus at Routezilla?

Mr. Ducharme: Routezilla is designed for service companies that need access to customer locations, who need to eliminate the phone tag and be available online. It is a web based service, unlike a web contact or an answering service, or of course, dispatchers. Routezilla actually uses global technology to search client locations, calculate the closest available technician, and schedule jobs even if administrative support is unavailable, 24/7.

CEOCFO: What did you need to put together in the background to get this all to work properly? What was the most difficult part?

Mr. Ducharme: The most difficult part was creating an algorithm that can work in conjunction with a global mapping technology to locate where technicians are, what their schedules are, and how many hours each job is going to take based on different parameters gathered from customer information. For example, for a carpet

cleaner the system will calculate based on how many rooms need to be cleaned. Routezilla adds a specific amount of time to the calendar based on how many rooms that they have and the geographic location and closest available technician. The most difficult part was creating that algorithm and finding a global technology we could use to work with that algorithm.

CEOCFO: Who is using your service today?

Mr. Ducharme: Today we have carpet cleaners, we have irrigation companies, we have plumbing companies, and we have pest control, just to name a few. We actually have some cleaning companies aboard as well, and we have a new ones coming on every day.

CEOCFO: What is your geographic range?

Mr. Ducharme: Right now, our customers are mostly on the west coast between Vancouver, British Columbia, right down as far south as Los Angeles. On the east coast, I believe we have a couple of new ones in the Boston area; but most are primarily on the west coast.

CEOCFO: How do you reach potential customers?

Mr. Ducharme: We are very early on as far as that goes. We have had a lot of success through trade organizations, trade shows, industry specific trade shows. We have recently started putting a more aggressive effort into search engine optimization. We have done a lot of cold calling, and using a lot of "old

school” techniques to get as far as we have gotten today.

CEO CFO: Are there similar services? Has this been tried in the past, and what makes your product stand out?

Mr. Ducharme: There are many booking systems on the market designed for hair salons and dentists, and anything where the customer comes to you. However, the systems that are designed on a map basis, that are automated for scheduling purposes are really far more complex than what we have. They are more of an accounting focused system, more of a dispatch focused system for in house use, rather than being a tool that can actually replace the administrator. To get started a simple book now button can be added to the company’s website, email marketing campaigns, and social media. We are very different from a lot of the things that are out there. We are different from standard booking systems that were map based, and we are different from most service management systems in that we are more automated and simple and focused only on scheduling and not all of the other aspects of service. Routezilla improves workforce efficiency to make the small contractor more money!

CEO CFO: How do you know it is right, particularly when you are sending someone or scheduling around an address?

Mr. Ducharme: With our system we have added another feature in there. You can enter an email address for who is going to be your scheduling manager. With that a notification gets sent to that person every time there is a new booking. Then you see where that job comes up on the map. If there is anything wrong with that booking; such as, missing information, the scheduling manager gets notified of that and is given the opportunity to pick up the phone and call and make sure that they have the right information, and that the driver is being dispatched to the right location.

CEO CFO: What is the revenue model for Routezilla?

Mr. Ducharme: It is a transaction based system. If it does not make the pro money they do not pay for it. It is a dollar ninety nine per booking. It is actually ideal for companies that, especially, are very seasonal and in downtimes are not stuck to a monthly subscription. When things ramp up the cost can easily be absorbed into their pricing. We also do offer custom packages for companies depending on the amount of transactions that are going on. If you want to pay up front on an annual basis for “X” number of transactions, we offer custom packages as well.

CEO CFO: Are there any features that you would like to add, or plan to add to the system?

Mr. Ducharme: Yes. We have a long list of scheduling specific features. It is amazing. With any software there are many things you can do, but we have been prioritizing that list, just based on

**“It is a cutting edge technology that improves customer service, efficiency and instantly makes service companies more money.”
- Robert Ducharme**

our feedback from our customers. One of the biggest ones right now, is to make the integration of our product with other products that are in the market, such as invoicing systems and CRM type systems; as many of those as possible, seamless, which makes the adding on of this product very non-disruptive, but something that just helps the business keep doing what they are doing and then do that much better overnight, with the addition of Routezilla.

CEO CFO: How many people that take the free trial end up using your service?

Mr. Ducharme: Right now, we are operating where about thirty percent are converting. We are very happy with that. We initially were shooting for two percent. We expect that as we increase our marketing efforts as our sales volume will increase. We are forecasting that our conversion rate is eventually going to level off somewhere around two percent.

CEO CFO: Is Routezilla funded to do the push that you would like or will you be seeking funding?

Mr. Ducharme: No. We are seeking funding right now.

CEO CFO: Why should investors and people in the business community pay attention to Routezilla?

Mr. Ducharme: Routezilla is a product that was actually developed about four years ago by a service company and had been in operation for sometime before it was turned into a commercial project, a SAAS product for resale. It has been tested by thousands of transactions. It has proven to work and it is focused on a large underserved market whose companies, right now, are being target by systems that are much too complex. The market opportunity is huge. It is a very non-disruptive technology that could easily be implemented. It is growing fast already. It is exciting. It is obviously filling a huge void in the market.

CEO CFO: What should people remember most when they read about Routezilla?

Mr. Ducharme: I would say that it is just as important for us to clearly state what we are not, as it is important to state what we are. Something that I would like people to take away is an understanding that this is not your standard booking system. It is not a complex service management system. It is not an invoicing, billing system. It is not an answering service or a web contact form. However, it is a cutting edge technology that improves customer service, efficiency and instantly makes service companies more money. We all know that the buying decision, especially of homeowners, is affected by timeliness of service. Quite often these days, especially in the service industry, that is one of the largest challenges. Many of these guys spend hours, if not days, playing “phone tag” with the people that are the lifeline of their business; their customers, that are paying them the money. These people should receive instant service, especially if they are willing to book online or if they are a repeat customer.