

# Chapter 4.39: 15 Most Popular Reports for Route Manager Users

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## Overview

Your Route Manager reports and the dozens of options they provide enable you to know exactly what is happening in your organization. Knowledge is power and the built-in reports give you great insight into managing your business better.

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While there are hundreds of reports in the Route Manager system, here are some of our most frequently used reports:

## Popular Reports

Report Name	How to print it	Options and other information
Pre-Route Report	<i>Route &gt; Pre Route Report</i>	While this is a basic report of customers by route day, it is very powerful for understanding how many customers are delivered to each day. Depending on the options chosen, you can see all customers on all route days, or look at a smaller slice of your routes.
Sales Detail	<i>Reports &gt; Accounting Reports &gt; Sales &gt; Sales Detail</i>	This is a highly flexible tool to look at your sales in a number of different ways: By customer, by products, by route, by salesperson, etc. it is extremely important to choose your three sort options carefully. This can have a dramatic effect on your report output.
Aging Analysis	<i>Reports &gt; Accounting Reports &gt; Customer &gt; Aging analysis</i>	Are your customers paying their bills on time? Is there anyone really behind? How much does everyone owe you in total? This one report will answer all of the questions just raised
Past Due by Route Day	<i>Reports &gt; Route Reports &gt; Daily &gt; Past Due by Route Day</i>	Managing credit in any business can be a challenge. This report will help you do that better.
Additions / Terminations report	<i>Reports &gt; Management Reports &gt; Starts and stops</i>	If you want to know how many new customers you have acquired over the last month and what the source of these customers was, this is a great report for doing so. It will also tell you why people quit. To get good information, the person setting up new accounts must be accurate with the input data.
Business Pulse Report	<i>Reports &gt; Management Reports &gt; Business Pulse Report</i>	If you want to print out a one page report that shows amount of money collected this month along with sales by product; total A/R with aging, then this is the report for you. Get a quick pulse on your business.
Route Times Report	<i>Reports &gt; Route Reports &gt; Management &gt; Route Times</i>	This report will show you on a given route day, all of the stops serviced by one driver. It shows the customer, time spent as well as the amount of the sale at each customer.

<b>Report Name</b>	<b>How to print it</b>	<b>Options and other information</b>
Customer List	<i>Reports &gt; List Reports &gt; Customer List</i>	This is a multi-function report that lets you look at your customer list a dozen different ways. You can choose over a dozen different options to see just what you are looking for.
Equipment Master	<i>Reports &gt; Equipment &gt; Equipment Master List</i>	This is a multi-function report that lets you look at your equipment list a dozen different ways. You can choose over a dozen different options to see just what you are looking for.
RDM – Route Summary Report	<i>Route &gt; RDM &gt; Reports &gt; Daily Route Summary</i>	The Daily Summary report is used to look at your route data in the way you would like to look at it. Add columns, format data, etc. It uses the core Reports + data engine to make flexibility a top priority
Sales Detail Comparison	<i>Reports &gt; Accounting Reports &gt; Sales &gt; Sales Comparison Report</i>	This report is very similar to the Sales Detail Report with an important twist – you can compare multiple periods to see how you did this month versus last month or this year compared to last year.
Business Flash report	<i>Reports &gt; Management Reports &gt; Business Flash Report</i>	This is a great report, but does require setting up goals and planned revenue before it can be ran. To do this, go to Tools > Flash Report setup to put in your monthly budgets for sales, coolers, customer base growth, etc.
Top Customer Report	<i>Reports &gt; Accounting Reports &gt; Customer &gt; Top Customer Report</i>	Want to know who are your best customers? This report will give you a snap shot of who brings in the most revenue.
Communication Report > Log Report	<i>Reports &gt; Communication Reports &gt; Log Report</i>	This report gives you information on who has been making changes to what data. For example, if you want to know who made a price adjustment on a customer, this report will tell you. We track over 50 different variables for you.
Customers without Deliveries	<i>Reports &gt; Route Reports &gt; Management &gt; Customers Without Deliveries</i>	If you want to pinpoint customers who are not taking product, this report will let you identify them.

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