

# ZoomAround Tees Up Growth With Route Optimization

Big And Bulky Delivery Route Optimization



## Expanding Golf Cart Rental Company Aces Last Mile Transportation

ZoomAround, a fast-growing provider of street legal golf cart rentals, faced mounting last mile transportation challenges as demand for the company's vehicles grew across its Florida and North Carolina locations. ZoomAround struggled with time-consuming manual route planning using spreadsheets and consumer navigation tools. To support continued growth, the company implemented Route4Me's last mile transportation platform to accelerate route optimization and streamline vehicle deliveries and pickups.

"The old process required hours of planning each day and made it difficult to scale," says Jason Williams, CEO of ZoomAround. "With Route4Me, we reduced planning from eight hours to one and optimized our delivery and pickup sequences. Now we can handle hundreds of daily deliveries more efficiently while maintaining high service levels."

## Last Mile Complexity Par For The Course

In Florida and North Carolina's popular vacation destinations, heavy tourist traffic makes golf carts the most practical way for visitors to get to the beach and local shops. ZoomAround launched in 2020 to meet that need, starting with a handful of carts and one location serving guests at two hotels around Sarasota, Florida. Today the company manages over 400 vehicles at four locations in two states, providing low-speed vehicles (LSVs) to visitors at more than 100 partnered hotels, resorts and rental properties. In 2024 the company made nearly 10,000 drop-offs and a like number of pickups, up to 300 a day during peak periods.

ZoomAround's last mile operations grew in complexity as the business expanded. Each of the company's trucks can haul four carts at a time, and deliveries and pickups need to be sequenced to prevent a vehicle for drop-off from getting blocked behind a returned cart. Austin Hoyt, Regional Manager with ZoomAround, spent up to eight hours planning a day's routes. "I would export all the orders from our point-of-sale software into Excel, rearrange the spreadsheet and then copy-and-paste every delivery into Google Maps," Hoyt explains. "Then I would export a delivery and pickup spreadsheet for each driver. But the moment a new reservation came in, the schedule would be outdated."



Cut daily route planning from eight hours to one, saving thousands of hours annually



Quickly scaled to handle up to 300 daily deliveries while maintaining high service levels



Ensured smoother pickup and drop-off experience and enhanced driver safety



Saved hundreds of thousands of dollars in dispute resolutions and repair costs

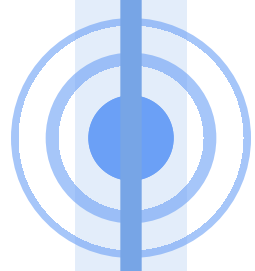


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**Jason Williams**  
CEO of ZoomAround



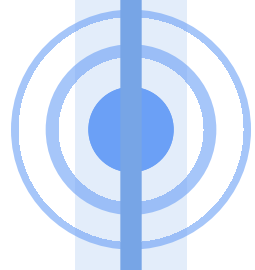




## Route Optimization Tailor-made For Growth

Only a year after opening, ZoomAround recognized the need for a better way to plan and manage cart deliveries and pickups. Route4Me's last mile transportation platform quickly emerged as the ideal solution thanks to the software's advanced route optimization, turn-by-turn navigation for drivers via a mobile app, and proof-of-delivery capabilities that allowed ZoomAround to capture before-and-after photos and notes on each rental. Additionally, Route4Me's API enabled seamless integration with proprietary middleware that ZoomAround developed to move order information from the company's point-of-sale software into the last mile transportation platform.

ZoomAround rolled out Route4Me in 2021 at its two offices open at the time. Hoyt says that Route4Me's ease-of-use and comprehensive support made for a rapid deployment. "We went from handing out paper slips with delivery schedules one day to having our drivers use the app the next, and it only took a couple days for everyone to get used to everything. It was a really easy transition," Hoyt says. As the business continued to grow, ZoomAround extended its deployment of Route4Me to cover operations at new locations in both Florida and North Carolina.



## Nailing The Fairway With Smarter Routing

Using Route4Me, Hoyt only spends about an hour planning the next day's drop-offs and pickups rather than an entire workday. The software's ease-of-use also has allowed the company to expand the route planning team from just two people – Hoyt and Williams – to eight. "The simplicity of Route4Me has allowed us to build redundancy," Williams says, adding only half-jokingly, "Austin can actually take days off now because other people can do the planning."

Route optimization has further allowed ZoomAround to optimize the drop-off and pickup process itself to be more efficient and safer. "With Route4Me, we can ensure that our drivers drop off and pick up carts in the right order so we're not blocking in another vehicle. And because we're working on the side of the road, if we only need to get one cart on or off a trailer, it makes the process much safer for our drivers, too," Williams explains.



## Driving Five-Star Success In The Last Mile

The company also has seen customer service improvements and substantial cost savings. The ability to track drivers in real time allows customer service staff to provide renters with accurate ETAs. Meanwhile, Williams estimates that the ability to document vehicle conditions before and after rentals has saved ZoomAround hundreds of thousands of dollars in dispute resolutions and repair costs. Additionally, optimized routing has reduced fuel consumption and vehicle wear and tear, further contributing to savings.

Williams says that Route4Me has been an essential enabler of ZoomAround's growth, ensuring seamless last mile logistics and a hassle-free experience for customers. "The thousands of five-star reviews that our company has received are indicative of how Route4Me has allowed us to offer service that's far superior than anybody else doing what we do," Williams says.

## About ZoomAround

ZoomAround is the premier golf cart rental company in both Florida and North Carolina, specializing in Low Speed Vehicles (LSVs), also known as street legal golf carts. The company offers four- and six-passenger options in gas and electric options, and ZoomAround specializes in a convenient and paperless delivery and pickup service offered to all customers.

<https://zoomaround.com/>

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**Jason Williams, CEO of ZoomAround**

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