

Mapline's Business Mapping Software - Mompreneurs' New Best Friend

Mompreneurs are taking the business world by storm. The more they get to use business mapping tools, the more they easily conquer success in business.

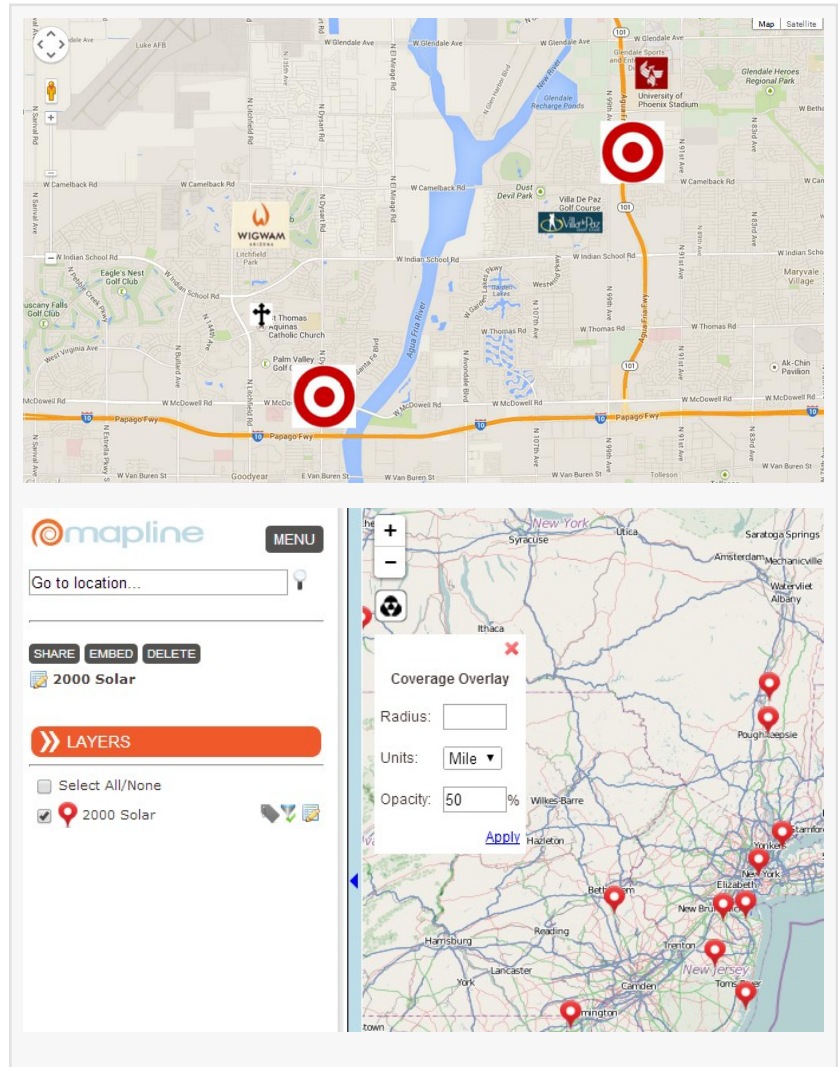
NAPERVILLE, IL, USA, May 8, 2014 /EINPresswire.com/ -- Since 2011, “Mompreneur” has become one of the hottest trends in small business sector. Thanks to modern technology, there are now new and more exciting career in business reserved for “mommyhood.” Leveraging technology helps [mompreneurs](#) to be successful in their entrepreneurial career. Nowadays, understanding trends in sales and marketing, reaching out to customers, learning about competition, and analyzing potential risks in business can be done very easily in just the quickest time possible. By using Mapline's mapping tools that address specific business needs, mompreneurs can save time getting information and even delegate tasks.

Mompreneurs' Tricks to Business Success

As the leading provider of [map visualizations](#), Mapline helps mompreneurs maximize their business potentials for 2 major reasons: (1) to be more successful in business and (2) to cherish worthier time with their family. The user-friendly features give Mapline users an over-all picture of how their business fare. Using this [business mapping](#) software empowers mompreneurs to be on top of their business. Here are 5 areas where the mapping tricks are of enormous help:

Improve ROI

Mapline map visualizations reveal important information about the business that might be easily ignored. When different data sets are plotted on a map (stores, competitors, customers, suppliers, distributors), mompreneurs can easily identify which stores are performing against underperforming. By increasing the familiarity of how the data sets are interconnected, the users can likewise increase



the awareness of hot to top the competitions and work in ways that best suit their customers without hampering their operation.

Increase Sales

In half the time, mompreneurs can make confident decisions about their business by viewing information about their customers' spending habits, market demands and key drivers. Location analysis is made easier with Mapline so they can better identify geographic hot spots.

Control Costs

Now, mompreneurs can be able to

understand and even control their costs with Mapline's business mapping product. It's feature of filtering the data helps them to drill down information about their suppliers, their deliveries, and customers' records. Analyzing specific data components helps them to understand the "why," thereby filling the gap between "What happened," and "What should suppose to happen." The option to filter data reveals significant information from hidden sources to what triggers the cost.

From Customer Service to Customer Satisfaction

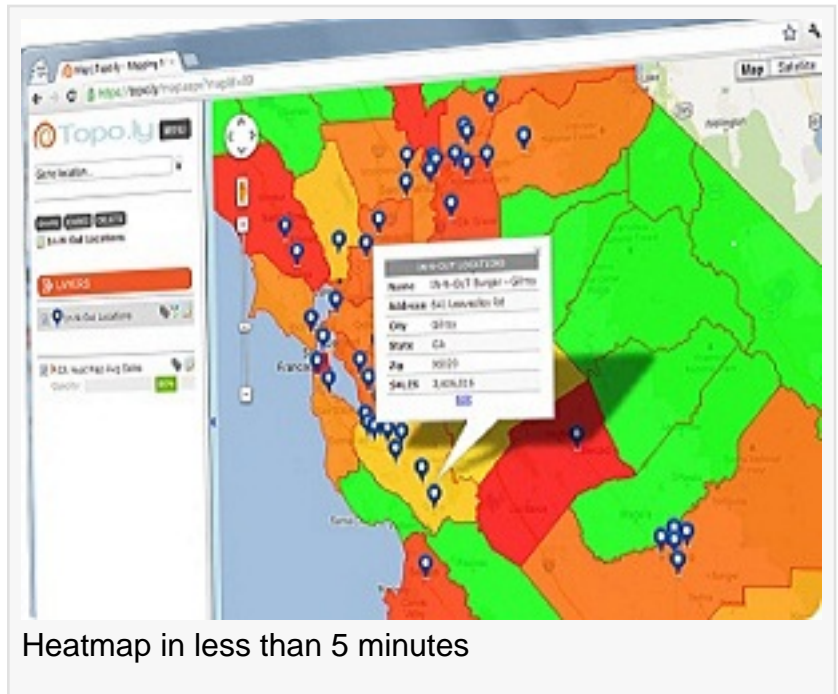
Overlaying different data sets and assigning each data set with customized map markers help to quickly identify the quality of customer service that mompreneurs should be providing to their target market. Analyzing their location points makes them identify the root cause of customer service issues (delivery, distribution, et.al). Location-based analytics enables them to identify patterns and deal with them. When issues are addressed the soonest, customer service improvements can be felt and customers will be extremely satisfied.

Build Customer Loyalty

Heat mapping is a great business mapping tool that can help mompreneurs to re-assess, target, and enhance business services to attract customer loyalty. Take the time to build heat maps maps by percentile based on territory boundaries and customer locations. This can give them comprehensive know-how on what their customers' varying needs, thereby planning ahead of time to understand their customers to boost customer intimacy and engagement.

With the help of their new best friend, Mapline's business mapping software, mompreneurs will be able to be more focused in dealing with their business with more accuracy. And that's the trick to have an ideal work-life balance.

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Heatmap in less than 5 minutes

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