



Improve Your Text Messaging Capabilities to Drive Customer Satisfaction

Clean Data Improves Likelihood of Connecting

In today's highly mobile world, communicating via text is as important, if not more important, than phone calls and emails. Studies have shown that texts can increase verification rates for purchases and new users as much as 95%, compared to emails.* However, if your database is not accurate, how can you be sure that you are reaching your customers and communicating your message?

We understand that ensuring your database is accurate may seem like a lengthy and painful process. With PestPac's Mobile Phone Scan service, we can make that process easier for you. We can assist by clearly categorizing and cleaning up your lists of phone numbers and identifying which numbers can be used to send text messages. This will allow you to efficiently communicate and provide your customers with meaningful conversations - from confirmations, to promotions, and more.

The **BENEFITS**

- Remove the burden of determining the type of number within the database and the possibility of manual errors. **This could take hours, days, or weeks if done manually.**
- Feel confident that the phone numbers you have are aligned correctly; land-line numbers in land-line fields and mobile numbers in mobile fields
- Improve pest control operators' ability to reach customers through SMS text messaging
- One-time service removes the need for recurring service costs

The **PROCESS**

- Order a scan
- Download a list of phone numbers for verification
- Receive a price quote
- WorkWave Marketing Mobile Phone Scan
 - Searches and identifies which numbers are phone, mobile, and alternate numbers
 - Updates the PestPac database with the correct phone number categorization

The **RESULTS**

This one-time service uses a script that updates the fields in each location within PestPac based on the findings from the scan. This automated scan saves valuable time, while removing the burden of manual updates and chance for errors.

THE RESULT ... a clean, accurate list of phone numbers to communicate with via SMS text messaging which leads to better communication and better customer service.

*<https://www.score.org/blog/5-ways-increase-sales-text-messages>