



CASE STUDY: COWLEYS PEST SERVICES



About COWLEYS PEST SERVICES

For more than 20 years, Cowleys Pest Services, a family-owned and operated pest control business, has served residential, commercial and industrial customers throughout New Jersey. Since starting the company, owners Drew and Bill Cowley have grown their business to have more than 20 full-time employees, servicing more than 5,000 customers.

Services Provided: Residential, Commercial, Termites, Bed Bugs, Wildlife

Founded: 1991

Areas Served: Central New Jersey - Mercer, Ocean, Monmouth, Middlesex County

WorkWave Solutions: PestPac RouteOp



“ **We were spending** essentially *the entire month* planning routes for the next month. ”

The CHALLENGE

As the business continued to grow, planning the following month's routes became very time consuming and cumbersome. Taking into account more than 5,000 customers' unique needs, juggling a growing, full-time workforce, and attempting to assign and route jobs efficiently proved too much for manual scheduling methods.

And to maximize the use of their skilled employees, Cowley's needed a solution that would maximize their technicians' time while simultaneously increasing the amount of customers they could serve in a day.

“ It was **very easy to get up and running with RouteOp**
It didn't take long to learn the system at all! ”



The SOLUTION

PestPac RouteOp. Cowleys learned about RouteOp through a PestPac marketing communication and knew it was worth a try. Once they signed up, they were able to get up and running quickly and immediately saw results. With RouteOp they found they could fit more jobs in and the technicians were no longer going into overtime or working extra days. They were still able to honor customer requests and provide the level of service their customers were accustomed to.

It was also saving them a tremendous amount of time in the office. They went from printing out route sheets and using a map to manually group jobs together, to a completely automated process with PestPac's multi-day planner. The process went from a few weeks worth of work to approximately one business day.



We are **saving so much time** in the office planning jobs for the month. With **RouteOp** the process has gone from very stressful to **very easy.**



The RESULTS



Proactive communication between office staff and drivers



Reduced new employee training time from several days to **just hours**



The ability to plan and test new ideas for **cost effectiveness** before launching



Accurate expectations for future staffing needs

“SINCE USING ROUTEOP,

we've been able to increase from 10-12 appointments per tech, per day for our residential seasonal customers to

APPROXIMATELY 20-25 APPOINTMENTS

per tech, per day for those customers. On average, our techs now spend anywhere between

30 MINUTES TO 1 HOUR OF DRIVE TIME per tech, per day,

MUCH LESS THAN

THEY WERE SPENDING BEFORE.”

