



**CASE STUDY:**



**Services Provided:** Residential, Commercial, Termites, Mosquitoes, German Roaches, Bed Bugs, Wildlife

**Founded:** 1985

**Areas Served:** 12 offices located in metro Atlanta, Ga, Macon, Ga and Sugarland, Tx

**WorkWave PestPac Products:** Full Suite

**Why WorkWave PestPac RouteOp?:**

“RouteOp is smarter than the human - it does all the thinking for us. We can now answer and schedule calls in 3.5 minutes!” - Kevin Anderson, Executive Vice President

**Improved Service Contract Close Rate:** More than 5%

## Active Builds a Customer-Centric Service Strategy with WorkWave PestPac’s End-to-End Suite of Offerings

For more than 30 years, Active Pest Control, a premier innovative leader in the residential and commercial pest control industries has served residential and commercial customers. Since adopting WorkWave PestPac, Active has been able to increase the number of customers served and complete jobs faster, all while enabling a paperless office. Today, Active has close to 60,000 customers, twelve offices and receives over 750 calls per day.



Before WorkWave PestPac, streamlined call centers, and moving to a paperless environment, we were essentially duplicating services and labor.”



## The Challenge:

Continued growth, escalating administrative costs and the need to service more with less became too much to handle without supporting technology and efficient processes. It was often a struggle to answer a call, schedule a service, take a payment in a timely manner, and avoid a queue of waiting customers. Additionally, due to the growth of the fleet maximizing technician time, keeping technicians accountable and safe became leading initiatives.



# The Solution

## PestPac RouteOp, Mobile, & GPS with Driver Behavior

To better focus on customers, Active took a different approach than other pest control companies in structuring their business. Consolidating their administration tasks into one office, adopting a paperless environment, and implementing the full suite of WorkWave PestPac offerings allowed them to service more customers with less cost and employees, while also helping increase their revenue.

All paperwork, proposals and contracts are either scanned in at the office or uploaded directly from the PestPac Mobile app directly into WorkWave PestPac saving hundreds of hours of labor. Adopting a “one call resolution” policy using WorkWave PestPac, call center reps can set up service orders instantly and complete a call in less than 3.5 minutes. With the mobile app, all service orders and customer information can be accessed by the technicians. With this information at their fingertips technicians can stay customer focused, offer new services, and receive signatures right from their mobile device.

### ONE SIGNIFICANT BENEFIT TO IMPLEMENTING ROUTEOP

has been the ability to **QUICKLY SCHEDULE JOBS.**

“RouteOp is smarter than the human - it does all the thinking for us,” said Anderson.

As routes grow, field costs are maintained and reps are more efficient in scheduling stops which allows techs to be more efficient in their work efforts - often covering an entire neighborhood in a day and finishing calls earlier.

Looking to make their technicians more accountable, WorkWave GPS has been rolled out to the entire Active Pest fleet.

“I love the fact that all the info is centralized - mileage, oil changes, routing information,” said Anderson.

As Active continues to grow, the built-in reporting functionality allows the back office to quickly check up on the technicians, monitor their performance, and ensure that techs are where they need to be when they need to be there.

A surprising benefit of the GPS and driver behavior implementation has been the increase in driver safety. Each branch posts daily safety messages and includes weekly driving scores for the technicians. A score close to 1 indicates a greater risk or possibility of having a crash. While initially starting with a high score close to 1.5, the highest score across branches now is about .37.

“The GPS in the van helped me out today. On the way to a service call, a dog ran out in front of the car ahead of me. If I had not been riding four seconds behind and looking ahead 15 seconds, I would have crashed when the driver ahead slammed his brakes.”

- Matt Frazier, Active Pest Control

# The Results:

“Since using PestPac’s RouteOp and Mobile solution, completing calls within 3.5 minutes, essentially eliminating scheduling delays or additional calls and the possibility that a customer might go elsewhere or have buyer remorse, Active has increased the number of signed contract by more than 5%.”

- Kevin Anderson, Executive Vice President, Active Pest Control



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## Benefits of PestPac RouteOp:



**SAVE HOURS**  
and eliminate stressful, manual tasks



**INCREASE REVENUE  
AND PROFITABILITY**  
with your existing resources



**SATISFY CUSTOMERS**  
with on-time arrivals while  
honoring special requests



**SATISFY EMPLOYEES**  
with efficient,  
more manageable schedules