



**PestPac**  
by WORKWAVE™

623-979-6467



WEEDS

TERMITES

BEDBUGS

## ABOUT ATOMIC PEST CONTROL

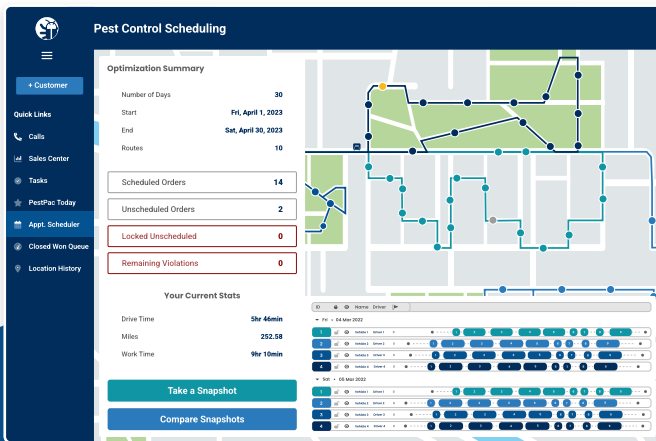
For more than 35 years, Atomic Pest Control has been proud to provide the state of Arizona with family-owned pest control and prevention services, as well as weed control and installation of T.A.P. insulation. The company offers residential and commercial services tailored to the region's unique needs, ensuring that customers always receive the quality service they deserve.

**Services Provided:** Commercial and residential pest control, weed control and T.A.P. insulation installation

**Founded:** 1987

**Areas Served:** Arizona

**WorkWave Products:** PestPac



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**18-20 STOPS BECAUSE OUR ROUTES ARE JUST SO TIGHT. ”**

Visit [pestpac.com](https://pestpac.com) or call (800) 992-1423 to learn more!

## THE CHALLENGE

As a continuously growing business, Atomic Pest Control frequently merges with acquired companies to expand their coverage and provide stellar service to a wider range of customers. Managing a growing business comes with its own challenges, not least of which is getting newly acquired branches and locations up to speed to ensure they uphold the same quality of service.

In many cases, Atomic Pest Control has faced the challenge of merging with acquired companies that still do business using pen, paper and index cards – far from ideal for today’s pest control operations. Equipping technicians to do more than provide stellar service – such as selling to new customers, upselling current customers, handling customer paperwork in the field and processing payments – was also a challenge.



**“THE INCLUSIVENESS OF PESTPAC  
MAKES IT EASY.”**

## THE SOLUTION

When it came to getting branches across the company up to speed and on the same page, pest control-specific technology was the tool that Atomic Pest Control needed – and they found it in PestPac by WorkWave.

A key feature that has redefined the way Atomic Pest Control does things in the field has been PestPac’s RouteOp route optimization functionality. By automating the routing process and ensuring optimum efficiency, RouteOp allows PestPac users to save time both in the office and in the field. “The technicians immediately noticed a difference in their drive times and what they could accomplish in a day,” says Diane Boers, Atomic Pest Control’s office manager. “Our technicians were doing maybe 10 stops a day... and once we did RouteOp, they’re doing 18-20 stops because our routes are just so tight.”

The Atomic team has also taken full advantage of PestPac Forms, allowing them to create custom forms that technicians can present to prospects or customers digitally while in the field. “We do use Forms, and we are in love with them,” says Boers. “We did create our own forms and put them in Forms Manager; we utilize our forms constantly.”

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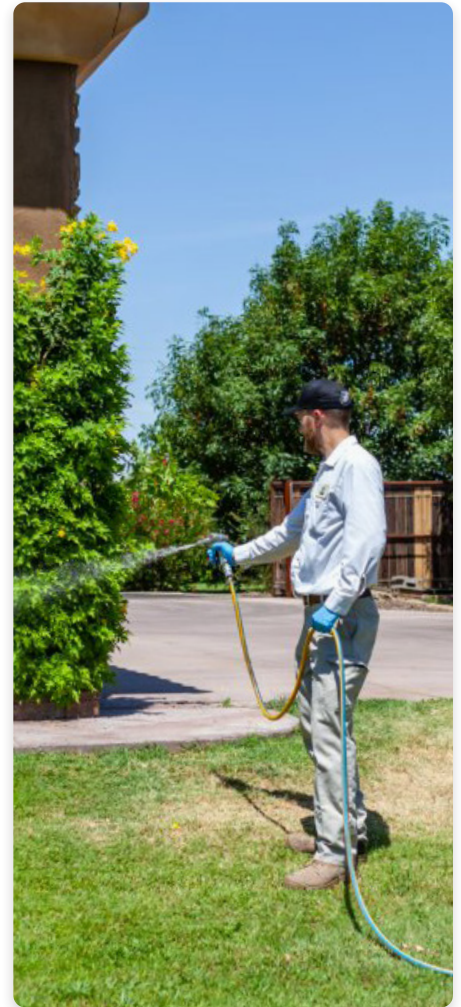
## | THE SOLUTION (cont'd)

Having Forms has even allowed for technicians to become the primary salespeople for some branches, enabling them to bring in new customers and even collect signatures digitally in the field.

In addition to forms in the field, Atomic Pest Control has had great success utilizing PestPac's CustomerConnect portal. By enabling customers to access their account information, schedule services and make payments online, they can satisfy customers and minimize customer service needs.

Managing everything through PestPac, including payment processing with WorkWave Payments, has helped Atomic Pest Control to keep things running smoothly. "The inclusiveness of PestPac makes it easy. Makes it easy for the technician, makes it easy for my team, makes it easy for me." WorkWave Payments has also empowered the company to minimize their accounts receivable, particularly with residential customers. They've boosted customer confidence by securely storing card info on file through WorkWave Payments and reduced churn using Account Updater.

PestPac has been instrumental in helping Atomic Pest Control to maintain its rapid growth, with Boers noting "the ease of the program and the program being all-in-one" as critical elements that have helped Atomic Pest Control outpace its competition.



## | THE RESULTS



**80-100% increase** in jobs completed per tech



Able to sustain **rapid growth** while staying efficient



**Technicians empowered** to act as salespeople