



PestPac
by WORKWAVE™

BUYER'S GUIDE
Pest Control Software

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Steps to Choosing the **RIGHT PEST CONTROL SOFTWARE**

Whether you're focusing on winning more sales, increasing your service quality, or improving your operational efficiency, your end goal should be finding a pest control software that allows you to transform your processes to gain the competitive edge. To find the right solution, you'll have to review your current software and processes, define your goals, and evaluate your options.

Choosing the right pest control software is crucial to reach your end goal. This guide will help you determine whether your existing software solution (if you have one) offers everything you need to make smarter business decisions and how to choose the software that's best for your goals.

Here are some key features to look for:

MARKETING
CONTRACTS
SERVICE ORDERS
SCHEDULING
FIELD OPERATIONS
ACCOUNTING
PAYMENT PROCESSING
PARTNERSHIPS

STEP 1

Define Your BUSINESS GOAL

The following exercises are designed to help you narrow down your software options to your top two, or maybe even to narrow things down to your top pick. Once the decision has been made and you have the right software solution in place, you'll see an increase in customer satisfaction and efficiency that allows you to make smarter business decisions and frees up your time so you can focus on what matters most in your business.

1

What are you looking to achieve?

2

What are your top 3 requirements?

a

b

c

3

Are there other solutions you're currently using to fill some of the feature gaps? If yes, either make sure they can be tied into your new software solution through APIs, or that the software solution you go with has built-in features that can accomplish this.

4

Do you have a dedicated resource to implement a new software solution?

5

Is your staff willing to invest the time into learning a new software?

6

What's your budget?

The right pest management software solution
should power your business to:

PROMOTE GROWTH
FOCUS ON CUSTOMER SERVICE
MAKE DATA DRIVEN DECISIONS
SUPPORT & IMPROVE CURRENT WORKFLOWS
INCREASE PROFITS
GAIN & KEEP CUSTOMER TRUST
REDUCE EXPENSES
BE PROACTIVE
KEEP UP WITH COMPETITION
MAINTAIN CONTROL
IMPROVE ACCOUNTABILITY & PRODUCTIVITY
CLOSE MORE SALES
ACCELERATE CASH FLOW



STEP 2

Review Your Current SOFTWARE & PROCESSES

Use the checklist below to indicate the features available in your existing pest control software, if you have one. Each check mark equals one point.

FIELD OPERATIONS

Increase field visibility and productivity

MOBILE APPLICATION

View job list for the day, record material usage, collect payment & customer signature

GPS TRACKING

View where your technicians are from a dashboard

DRIVER BEHAVIOR

Helps reduce poor driving behaviors with alerts and driver performance reporting

ROUTE OPTIMIZATION

Schedule the most efficient routes for technicians, while still honoring customer requests and constraints

MATERIAL TRACKING

Preload chemicals for easy tracking and reporting

TERMITE FORMS (WDI/WDO)

Access and fill out preloaded WDI/WDO forms from the office and mobile app

BARCODE SCANNING

Scan bait stations, smart traps and Sentricon devices

SERVICE NOTIFICATIONS

Notify customers when you're on your way

SERVICE REVIEWS

Request customer feedback regarding their technician and service

TAKE PAYMENT

Streamline the payments process and take payments in all of the ways your customers prefer

FIELD OPERATIONS
TOTAL: _____



OFFICE MANAGEMENT

Convert more leads into customers

○ SCHEDULE WORK ORDERS

Including one-time and recurring visits (where you can set the frequency, duration and cost of service ahead of time)

○ CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

Manage customers, their services, payment history and more

○ PROPOSALS & ESIGNATURES

Send out proposals via email & collect the customer's signature

○ CALL CENTER TOOL

Automate service notifications, reminders and collection calls

○ CUSTOMER NOTIFICATIONS

Send notifications to customers via text or email

○ CUSTOMER PORTAL

Gives your customers the ability to pay their bill online and view important documents

○ ONLINE REVIEW INTEGRATION

Allows you to view, manage, and respond to online reviews

○ CLOUD-BASED SOLUTION

Access your information from anywhere (the office, your home, on-the-road, etc.)

○ BILLING/INVOICING

Make it easy for customers to receive and pay their bills

○ PAYMENT PLAN/AUTOBILL

Reduce unpaid invoices with autobilling for recurring services

○ QUICKBOOKS INTEGRATION

Streamline bookkeeping with seamless integration

○ CREDIT CARD PROCESSING

Process credit card payments to allow for easier payments

○ CHECK SCANNING

In the office or the field, scan and deposit checks and eliminate misplaced checks for good

REPORTING

Accurate, easy-to-understand reporting gives you full insight into business performance

○ CUSTOM REPORTING OPTIONS

Ability to select and compare the information you want more insight into

○ DASHBOARD VIEW

Ability to view your most frequently accessed reports (charts, graphs, etc.) in one place

REPORTING
TOTAL: _____

TOTAL

Key to Evaluating Your Existing **PEST CONTROL SOFTWARE**

POINTS

0-5 It's time to start exploring your software options!

6-10 Your current software has limited capabilities. There's no better time than now to start exploring what's out there!

11-15 Your current software has some of the key features needed to maintain your business. If you're looking to improve efficiency, grow your business or free up some time, there's a better solution out there for you.

16-26 Your current software has most of the key features and functionality needed to maintain your business and meet customer expectations. But is that enough? Take a look at the features missing in the checklist above. Finding a solution that fills those gaps will help you succeed.

27 Looks like your existing software offers everything you need to reach your end goal, while exceeding customer expectations. **GREAT JOB!**

Pest Control Business Goals

ELEVATING YOUR BUSINESS

Generating More Revenue

It's no secret that every business wants to bring in more revenue, and the right pest control software can help you to do exactly that. By capturing new leads, upselling your current customers, and turning one-time customers into recurring customers, you can increase your cash flow by ensuring you're not leaving opportunities on the table.

Reducing Operational Cycle Time

From taking in new leads and providing quotes, to scheduling and carrying out service, to preparing an invoice and taking in payment, your day-to-day operations go through a number of stages and every transition is an opportunity for things to stagnate. When the process isn't smooth, you risk losing customers or missing out on payments you should be receiving.

Review Your

CURRENT PROCESS

Now that you've evaluated your existing pest control software, take the time to meet with at least one representative from each area of your business, including a few technicians. Ask each representative to meet with their team beforehand to help identify gaps, inefficiencies and pain points. This will help you stay organized and make better use of your time when it comes to evaluating your current processes.

Let's Get

DOWN TO IT...

Pass along the following questions to the key representatives from each department to discuss with their team and gather feedback on:



What's working in your current role?



What's not working in your current role?

3

Are you spending time each day/week/month completing tasks that take longer than you feel necessary?

a If yes, fill out the chart below:

What is the task? (ie: route planning, etc.)	How often are you completing this task? (ie: daily, weekly, monthly, etc.)	How long does it take to complete the task? (ie: minutes, hours, days, etc.)

4

Do you have to enter the same information in more than one place?

a If yes, fill out the chart below:

What kind of information has to be entered in more than one place? (ie: work orders, etc.)	List all the places this information has to be entered.

5

What are your top three biggest pain points when it comes to doing your job?

- a** _____
- b** _____
- c** _____

STEP 3

Evaluate and Compare YOUR OPTIONS

Now that you've taken a good look at your existing pest control software and have a handle on the gaps, inefficiencies, and pain points for each area of your business, it's time to discuss how you can make smarter decisions with the right pest control software.

Before you request a demo, do some preliminary research. Evaluate their features and functionality by visiting their website, social pages, and YouTube channel. Make note of their features using the checklist below and be sure to write down any uncertainties or questions you have for the sales representative. If you're unsure about the functionality of these features and benefits, reference Step 2 (where you evaluated your existing software.)

OPERATIONS	COMPANY NAME	COMPANY NAME	COMPANY NAME
Is the solution cloud-based or on-premise?			

MARKETING	COMPANY NAME	COMPANY NAME	COMPANY NAME
Customer-relationship management (CRM)			
Sales tools			
Marketing automation			
Online business review generation			
Service reviews			
Surveys			

CONTRACTS	COMPANY NAME	COMPANY NAME	COMPANY NAME
Online quotes			
Proposals and eSignatures			

Steps to Choosing the Right Pest Control Software

SERVICE ORDERS	COMPANY NAME	COMPANY NAME	COMPANY NAME
Call center tool			
Customer portal			
Booking tool			

SCHEDULING	COMPANY NAME	COMPANY NAME	COMPANY NAME
Schedule work orders			
Route optimization			
Customer notifications (text alerts, emails, etc.)			
Service notifications			

FIELD OPERATIONS	COMPANY NAME	COMPANY NAME	COMPANY NAME
Mobile application for technicians			
Integrated Pest Management (IPM)			
Barcode scanning (IPM)			
Termite forms (WDI/WDO)			
Bait station, smart trap and Sentricon device scanning			
Custom forms			
Multi Unit capabilities			
Material tracking			
GPS vehicle tracking			
Driver behavior management and reporting			

Steps to Choosing the Right Pest Control Software

ACCOUNTING	COMPANY NAME	COMPANY NAME	COMPANY NAME
Billing/invoicing			
Payment plans/auto-bill			
Credit card processing			
Office and mobile check scanning			

INTEGRATION FEATURES	COMPANY NAME	COMPANY NAME	COMPANY NAME
Third party collections integration			
QuickBooks integration			
Marketing services integration			
Call routing provider integration			
Sales & support call center services integration			

REPORTING	COMPANY NAME	COMPANY NAME	COMPANY NAME
Dashboard view			
Standard Reports			
Custom reporting options			
Business intelligence			
Auditor access			

Steps to Choosing the Right Pest Control Software

SUPPORT & PRICING	COMPANY NAME	COMPANY NAME	COMPANY NAME
Support - included in pricing?			
Support - hours?			
Support - is it outsourced?			
Migration/data conversion			
How long does it take to get started?			
Onboarding - what does this consist of?			
Training - what resources do you offer?			

PRICING & PACKAGES	COMPANY NAME	COMPANY NAME	COMPANY NAME
Can you provide a customer reference?			
How long have you been in business?			
How many employees do you have?			
What separates you from the competition?			
Where is my information hosted? Is it secure?			

STEP
4

Make the **RIGHT DECISION**

After you've completed your demos, weigh the pros and cons with your team.

REMEMBER:

The right pest control solution can essentially run every aspect of your business all in one place, and can act as a partner in helping you, your team, and your business achieve their goals.



Looking for some

ADDITIONAL INSIGHT?

See what drove New Jersey-based pest control company Cowley's Pest Services to choose PestPac by WorkWave as its software solution.

[CLICK HERE >>](#)

About

WORKWAVE

WorkWave provides field service companies with the broadest and deepest set of software and solutions that empower them to be most successful in growing their businesses, servicing their customers and maximizing their money. As the industry leader, WorkWave's partnership with its customers drives them not toward just delivering great service, but also in developing high-growth companies that are highly profitable and provide a competitive advantage within their markets. Across the global WorkWave family of solutions, including Real Green, TEAM Software, Slingshot and Coalmarch, its 10,000+ customers extend across pest control, the green industry, cleaning and janitorial, last-mile delivery and security. WorkWave's award-winning culture and solutions have been recognized in the SaaS Awards, the Cloud Awards, the NJBIZ Best Places to Work Awards, and the Stevie Awards for Great Employers.

For more information, visit workwave.com.