



2020 BUYER'S GUIDE

Pest Control Software



WORKWAVE®
PestPac



Table of **CONTENTS**

○ STEPS IN CHOOSING THE RIGHT VENDOR



Define Your Business Goals



Review Your Current Software & Processes



Evaluate and Compare Your Options



Make the Right Decision

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

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



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 and Sentricon devices

☐ **SERVICE NOTIFICATIONS**
Notify customers when you're on your way

☐ **SERVICE REVIEWS**
Request customer feedback regarding their technician and service

**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

☐ PAYMENT PLAN/AUTOBILL

☐ QUICKBOOKS INTEGRATION

☐ CREDIT CARD PROCESSING

MARKETING
TOTAL: _____

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:

1

What's working in your current role?

2

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 _____



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)			
Lead management			
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 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			

INTEGRATION FEATURES	COMPANY NAME	COMPANY NAME	COMPANY NAME
Third party collections integration			
QuickBooks integration			
Digital forms 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			
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 Georgia-based pest control company Active Pest Control to choose WorkWave PestPac as its software solution.

CLICK HERE >>

About **WORKWAVE**

For nearly 40 years, WorkWave has been building best practices into its market-leading field service and last mile software solutions to allow companies to increase revenue and profit, and become best-in class operators who can outpace their competition. Its solutions empower service-oriented companies to reach their full potential through scalable, cloud-based software solutions that support every stage of a business life cycle, including marketing, sales, service delivery, customer interaction and financial transactions. WorkWave is a trusted partner for thousands of customers across a wide variety of industries, including pest control, lawn care, cleaning, HVAC, plumbing and electrical, and last mile delivery. WorkWave's award-winning culture and solutions have been recognized in the SaaS Awards, the Cloud Awards, the American Business Awards, the NJBIZ Best Places to Work Awards, and the Stevie Awards for Great Employers.

WorkWave is a division of global enterprise applications provider IFS.

For more information, visit workwave.com.