2019 Buyer's Guide
to Pest Control Software

WORKWAVE®
PestPac

Table of
CONTENTS

⭕ **STEPS IN CHOOSING THE RIGHT VENDOR**

Steps to Choosing the
RIGHT PEST CONTROL SOFTWARE

Whether you are focusing on growth, customer satisfaction, or are looking to free up your time – your end goal should be finding a pest control software solution that drives smarter business decisions. In order to find the right solution you'll have to review your current software and processes, define your goals, and evaluate and compare 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.

Here are some key features to look for:

SALES MANAGEMENT SOLUTIONS
MARKETING SOLUTIONS
OFFICE MANAGEMENT TOOLS
FIELD OPERATION CAPABILITIES
REPORTING FUNCTIONALITIES

STEP 1

Define Your
BUSINESS GOAL

The following exercises are designed to help you narrow down your software options to your top-2 (or maybe even 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 - allowing you to make smarter business decisions, and freeing 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?

ⓐ _____

ⓑ _____

ⓒ _____

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 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 AND KEEP CUSTOMER TRUST
REDUCE EXPENSES
BE PROACTIVE
KEEP UP WITH COMPETITION
MAINTAIN CONTROL
IMPROVE ACCOUNTABILITY & PRODUCTIVITY

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 1 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**
Ability to preload chemicals for easy tracking and reporting

○ **TERMITE FORMS (WDI/WDO)**
Ability to access and fill out preloaded WDI/WDO forms from the office and mobile app

○ **BARCODE SCANNING**
Ability to scan bait stations and Sentricon devices

○ **SERVICE NOTIFICATIONS**
Ability to notify customers when you're on your way

○ **SERVICE REPORTS**
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)**
Ability to manage customers, their services, payment history and more

○ **PROPOSALS & ESIGNATURES**
Ability to send out proposals via email & collect the customer's signature

○ **CALL CENTER TOOL**
Ability to automate service notifications, reminders and collection calls

○ **CUSTOMER NOTIFICATIONS**
Ability to send notifications to customers via text or email

○ **CUSTOMER PORTAL**
Gives your customers the ability to pay their bill online and view important documents

○ **CLOUD-BASED SOLUTION**
Ability to 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 your 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!**

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.

Pest Control Businesses by Focus -
THINKING LONG TERM

Residential-focused
(Micro, Small & Medium Businesses)

As you grow, make sure you choose a pest control software that grows with you and is able to act as a partner in helping you achieve your business goals. Making the switch to a new software solution every few years is a lot of work and unnecessary if you choose the right pest control software from the start.

Commercial and residential
(Large & Enterprise Businesses)

Having the ability to tie everything back to one software solution is key in seeing what works, what doesn't, where your business is excelling and where it can use help. Choosing a software that allows you to do all of this in one place will help ensure you're on-track to future success.

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?

    ⓐ 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?

    ⓐ 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 3 biggest pain points when it comes to doing your job?

    ⓐ _____

    ⓑ _____

    ⓒ _____

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.)

FEATURES AND BENEFITS	COMPANY NAME	COMPANY NAME	COMPANY NAME
Is the solution cloud-based or on-premise?			
Customer-relationship management (CRM)			
Mobile application for technicians			
GPS vehicle tracking			
Driver behavior management and reporting			
Route optimization			
Material tracking			
Termite forms (WDI/WDO)			
Barcode scanning (IPM)			
Service notifications			
Service reports			
Schedule work orders			
Billing/invoicing			

Steps to Choosing the Right Pest Control Software

FEATURES AND BENEFITS	COMPANY NAME	COMPANY NAME	COMPANY NAME
Payment plans/auto-bill			
QuickBooks integration			
Credit card processing			
Proposals and eSignatures			
Call center tool			
Customer notifications (text alerts, emails, etc.)			
Customer portal			
Lead management			
Marketing automation			
Reviews			
Surveys			
Ecommerce booking tool			
Auditor mode			
Multi Unit capabilities			

REPORTING FEATURES	COMPANY NAME	COMPANY NAME	COMPANY NAME
Custom reporting options			
Dashboard view			

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	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 Louisiana-based pest control company, Blue Star Pest Control to choose WorkWave PestPac as its software solution.

CLICK HERE »

About
WORKWAVE

WorkWave, a division of IFS, provides comprehensive field service management solutions that connect every facet of a business through its unified, easy-to-use platforms. The company's suite of solutions allows field service professionals across industries to easily attribute and automate sales and marketing activities, improve back office efficiency and increase their visibility into field operations through its mobile solutions. WorkWave's platforms provide over 8,000 customers an unprecedented level of business insight and information, enabling them to increase efficiency, increase revenue and provide an exceptional customer experience. Founded in 1984, WorkWave has been recognized with multiple awards for its outstanding products, growth and culture, including the Inc. 5000, SaaS Awards, IT World Awards and Best Place to Work by NJBiz and Inc. Magazine. For more information, visit **www.workwave.com**.