



# 5 KEY AUTOMATIONS TO OUT-SERVICE YOUR COMPETITION IN 2025

Growing your pest control business and driving more revenue relies on providing better service to your customers. The more efficient your processes, the more profitable your business becomes. Take advantage of these five ways to automate recurring tasks and watch your whole team get more done and deliver exceptional service to more customers.

1

## Credit Card Payments

End-of-month processing can be burdensome for field service businesses, and pest control operations are no exception. Performing more services can make billing and collections a heavy lift for your team — especially if customer cards are expired. When payments need to be processed manually, the end of the month can quickly turn into a frenzy.

PestPac's technology allows you to schedule your credit card billing to be run following rules that you set, so you can have different branches process on different schedules. PestPac also enables your customers to set up autopay, while Account Updater automatically updates details on expiring customer payment methods to minimize missed payments in the first place. PestPac can even automate the collection process, saving your office staff hours of chasing unpaid invoices. Automating credit card payments is a surefire way to cut down on labor-intensive tasks and bring in more revenue, considering 88% of WorkWave customers process payments on a credit card resulting in an 18% increase in revenue YoY.

2

## Customer Notifications

Efficient and effective communication with customers is crucial, but can take time to nail down. 71% of customers use multiple ways to communicate with a vendor, which leaves your office staff with plenty to handle between calls, voicemails, chats, SMS and emails.

Streamlining communication with your customers allows for greater productivity and customer satisfaction. With PestPac, users can automate service reminders and collection calls. Customer Notifications allows users to schedule notifications to be sent in accordance with specified rules, including multiple rules to send multiple reminders based on day, time, services, branches, divisions or regions. Customers can respond directly to reschedule or make any changes to their service appointment, which can then be accessed in Communication Center.

3

## RouteOp

The value of automating your technician's routes is immeasurable. By optimizing routes, you can drastically reduce windshield time, lower overhead costs and complete up to 20% more routes per tech!

PestPac RouteOp is a flexible, powerful route optimization tool that simplifies and optimizes your technicians' routes to reduce drive time and fuel consumption significantly. RouteOp allows you to instantly schedule or reschedule individual appointments while honoring customer requests and constraints, saving you time in both the field and office.

4

## Marketing

Even for pest control businesses that recognize the importance of marketing, finding time to market effectively can be a challenge. Reaching new customers is key to building growth in the coming year, and automation can be the key to success. Boost your company's growth potential through structured sales, integrated marketing strategies and precise ROI measurement.

Marketing Automation is an email marketing solution that allows PestPac users the ability to automate marketing email campaigns for leads, existing customers and imported contacts. By automating emails for newsletters, promotions, upsell and cross-sell opportunities, operational updates, loyalty offers and more, you can bring in more leads without all of the manual effort. Leads brought in from webforms can be streamlined into the Sales CRM allowing businesses to track the opportunity for follow-ups until closing.

5

## Online Reviews

Positive customer reviews are essential for any pest control business, with the vast majority of customers putting significant stock in online reviews. They can help you get noticed by prospects, build trustworthiness for your brand and boost your search rankings. However, requesting a review after every service and following up can be both tedious and time-consuming.

PestPac's technology allows you to automate review requests based on the services performed. Customers are directed to the review platform you select once a service has been completed to leave an online review, drastically raising the number and quality of your online reviews.

By taking advantage of opportunities to automate burdensome tasks, you can streamline operations and spend more time out-servicing the competition. To learn more about automating with PestPac and throw your business into high gear, **VISIT [PESTPAC.COM](https://pestpac.com) TODAY!**