



PestPac
by WORKWAVE®

DELIVERING EXCEPTIONAL PEST CONTROL SERVICE: Committing to Your Customers' Needs

Whether it's in a private residence or a commercial business, no one looks forward to encountering pests on their property. From buzzing bugs to scurrying rodents, the arrival of unwanted visitors can have homeowners or property managers scrambling to find a solution.

Beyond the immediate challenge of addressing their pest problems, your customers — and potential customers — may also harbor concerns about other factors in the pest control process, like pricing, scheduling and overall effectiveness. Your customers are the backbone of your business and the key to its growth, so it's crucial to spend time understanding their needs and ensuring you're committed to delivering service in a way that meets them head-on.

RECOGNIZING WHAT PEST CONTROL CUSTOMERS NEED

Any service professional can attest to how important it is to meet your customers' needs during every service visit — but before you can meet their needs, you need to identify what they are. Breaking down what your customers are after and what spurs them to seek out your services can give you a solid impression of what's most important to them and how you can best showcase your pest control business's value.



IDENTIFYING COMMON PAIN POINTS

The most obvious pain point pest control customers experience is an easy one to spot: there are pests where there shouldn't be. Many people have a natural aversion to insects, rodents and other pests, so their presence is a problem to be solved — often by a professional.

Beyond the knee-jerk reaction to having a pest problem, there are specific reasons people don't want pests in their homes and businesses. These often include repercussions, like property damage, or safety concerns such as transmitting contagions or triggering allergies.

If your business services commercial facilities, additional pain points may be more logistical. Property managers for commercial accounts may be particularly concerned with implementing an integrated pest management (IPM) plan, documenting services and treatments to ensure regulatory compliance, and having access to audit logs, inspection reports and condition tracking.



CUSTOMER EXPECTATIONS & PREFERENCES

On top of the pain points that come with pests, you also need to consider the service experience from the customer's perspective. Even when they know they need pest control services, many customers are still inclined to take the time to find a provider that can accommodate their individual preferences.

These expectations can vary widely from case to case and can include everything from the way you communicate to the impact your service visit has on the rest of their day.

Here are some factors to consider when exploring how your business meets customer expectations:

- ▶ Does your business offer various ways to communicate, such as phone, email, SMS text and chatbot?
- ▶ Can you fit last-minute appointments into your schedule when customers have urgent problems?
- ▶ Are you able to accommodate preferred times of day for service visits?
- ▶ Do you offer eco-friendly options for customers who prefer them?
- ▶ Do your customers have access to a self-serve portal online? Can they use it to schedule, reschedule, cancel or pay for services?
- ▶ Are you accepting a wide range of payment methods?



CUSTOMER REVIEWS, SURVEYS & FEEDBACK



When it comes to getting to the bottom of what your customers want, don't forget your most valuable resource: your customers! Be sure to stay on top of online reviews, as they're a valuable source of firsthand customer information. Requesting reviews after providing service is key, but don't forget to respond to the reviews you receive, as well.

When an individual customer brings an issue to your attention — whether it's through a review, survey or direct complaint — be sure to not only resolve it with them directly whenever possible but also to work with your team on ways to avoid repeating the same issues. When potential customers see your business actively working to resolve issues, even negative reviews can have a positive effect.

In addition to reviews, you can harvest extremely valuable data on customer needs, wants and issues by sending out customer surveys. This is a valuable tool not only for ensuring your current customers are satisfied and perfecting your service delivery, but also for taking a pulse on what's driving their decisions.

To make this step even easier, consider options that can automate the process of sending out surveys and gathering results. Using software to automatically send a customer satisfaction survey after your technician completes service can drastically increase the number of responses you receive, enriching the data you gather.

Once you have enough feedback from customers, start identifying trends to see where you can make the most impactful changes. This allows you to simultaneously give current customers what they want and establish processes that will make you more attractive to potential customers down the road.

KEEP SURVEYING SIMPLE!

The easier your survey is to access and fill out, the more responses you'll get.

YOUR SURVEY SHOULD:

- ✓ Be optimized to work on any device
- ✓ Never require a customer to log in
- ✓ Avoid required responses, especially on open-ended responses

SOLIDIFYING YOUR SERVICE MISSION

As a pest control business, your goal is to meet customer expectations head-on and deliver a service experience that leaves their pain points in the past. Quantifying that goal allows you to form a mission statement — a critical element of what defines your business, both for your customers and for your team.

By breaking down surveys and reviews to identify trends in your customers' expectations, you can define your priorities and develop a mission statement that focuses on delivering exactly what your customers are looking for.



DEFINING YOUR SERVICE PHILOSOPHY AND VALUES



Your mission statement should hinge on what's important to your business and your customers, as well as how those priorities distinguish you from your competitors. On the surface, your business's goal is likely the same as that of virtually every other business: to turn a profit. Your mission statement, though, goes beyond that to explore what it is your business wants to achieve and, more specifically, how that goal results in superior service for your customers.

In a field service like pest control, this goal is likely tied to the outcomes you hope to deliver for your customers. Perhaps your goal is centered around helping homeowners to feel safer or more comfortable in their own homes; helping businesses provide clean, sanitary environments for their visitors; or aiding commercial and food manufacturing facilities in adhering to strict sanitation and safety compliance standards.

By including your mission statement on your company website where potential customers can see it, you seize a valuable opportunity to differentiate your business from competitors. This can be on a dedicated "Our Mission" page, or may be a good addition to an "About Us" or "Why Choose Us?" page. By setting expectations and highlighting your commitment to customer service, showcasing your mission statement can be a valuable sales tool.

Creating your mission statement is a core step in differentiating your business and showcasing your commitment to alleviating your customers' problems. While you don't want to be constantly changing such a critical component of your business — after all, you want to appear consistent and reliable — don't feel that you have to be locked in, either. As your offerings and your customer's pain points continue to evolve, updating your mission statement to reflect those changes is a smart choice.



ARTICULATING A CLEAR MISSION STATEMENT



Your completed mission statement should be a short paragraph, perhaps two or three sentences total. It can seem daunting to boil your mission down to such a short synopsis, but it will all come together smoothly if you focus on the right questions.

Begin by answering these questions about your business:

- 1 What service do you provide?
- 2 Who do your services benefit?
- 3 What value do customers receive when choosing your business?

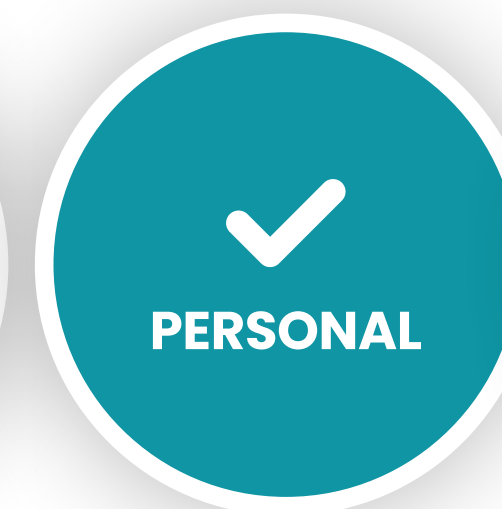
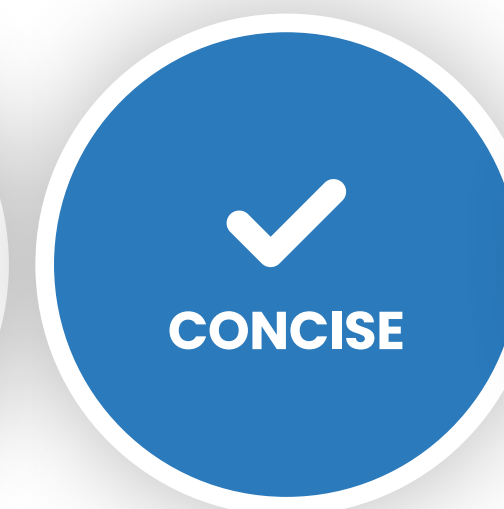
With these answers, you have the scaffolding on which to build your mission statement.

Your first draft might look something like this:

Pest Control XYZ provides a full range of pest prevention and treatment services for residential properties. We offer affordable prices and eco-friendly options to ensure you and your family can feel safe and comfortable in your own home.

As you work on your mission statement, you'll likely go through some changes and revisions.

As you fine-tune things, ensure that your mission statement is:



When it comes to your mission statement, the process of crafting it is as important as the finished result. By taking the time to reflect on your goals and what makes your business stand out, you can gain valuable insight into your processes and how you can tailor them to provide a service experience that outshines your competitors.



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Exploring your customers' pain points and how you can best alleviate them should be a driving force in what defines how you provide service, how you interact with your customers and how your pest control operation does business. Partnering with the right software can enable you to put your customers at ease and improve your service standards, creating stronger connections and fostering customer loyalty.

To get started with providing exceptional service during every visit and better satisfying your customers

Visit

