



## **DELIVERING EXCEPTIONAL PEST CONTROL SERVICE:** Nurturing Loyalty Every Step of the Way

Providing stellar customer service is at the core of running and growing your pest control operation. While service visits are the heart of your business, it's crucial to remember that customer service goes beyond the actual service visit; every interaction you have with a prospect or customer goes towards defining your brand's commitment to customer service.

By keeping the importance of customer service in mind during every stage of your customer's journey, you can craft an environment that not only fosters customer satisfaction but inspires customer loyalty — in turn helping your pest control business to reach more customers and achieve your growth goals.

Considering the importance of customer engagement, taking the time to examine and assess your current processes can be a valuable exercise in determining where you can improve interactions or take advantage of innovative tools for a smoother process. To get a sense of how you're doing and what to do next, start by looking at how effective communication, streamlined processes and proactive customer engagement impact each customer's experience.






# EFFECTIVE COMMUNICATION

When people refer to communication as the key to any strong relationship, you might think of personal relationships rather than professional connections — and that’s where you would be wrong. Just like relationships in your personal life, your customer relationships rely on clear, open communication in order to thrive.


Start by asking how easy it is for customers to get in touch with your business. While new leads might fill out an online form or give you a call, how does the process differ for your existing customers? When it comes to interacting with today’s customers, it all boils down to communicating via the methods they prefer.

While the phone has traditionally been the primary method for customers to contact a service provider, millennials and Generation Z — who are rapidly coming to make up more and more of the pest control market — gravitate toward methods like text and webchat.


When considering methods of communication, more tends to be better — as long as you have the resources to manage them. Keep these options in mind when considering communication methods:




Phone




Email



SMS text



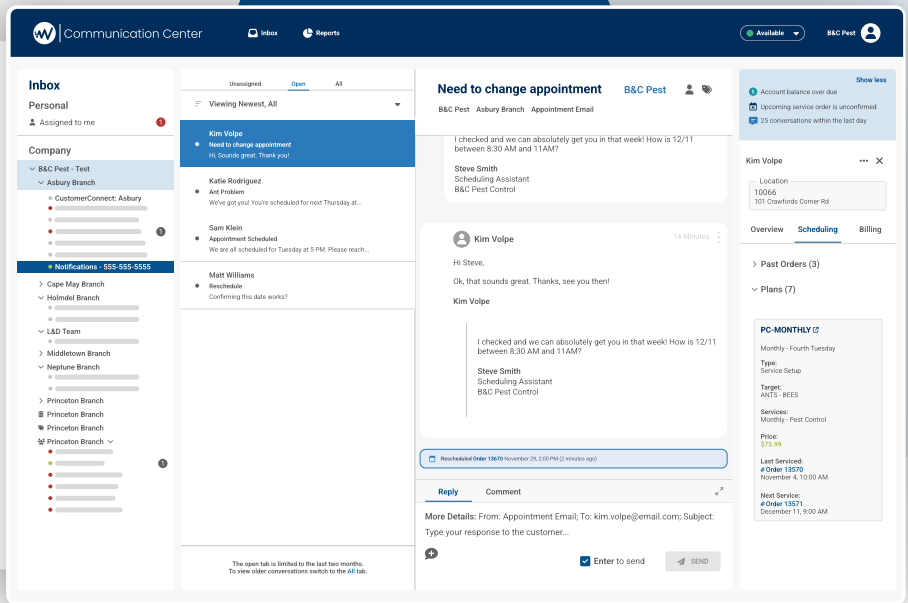
Webchat



Online portal

**PESTPAC**  
**COMMUNICATION CENTER**  
is built to sync communications across platforms so you can stay up to speed and provide faster service.

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The more options you can provide for your customers, the more likely they’ll be able to reach out using their preferred method. When this occurs, customers immediately feel more at ease with your business. Build on this foundation by ensuring your team has the training and resources to address customer concerns effectively, no matter how they reach out. For instance, when a customer service representative can quickly access a customer’s service history or past communications, they can provide help more quickly — saving time for both your business and your customers.



# EFFECTIVE COMMUNICATION *CONT'D*

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Be sure to consider automating communications where possible, as well. While many interactions call for a human touch — and rightfully so — there are many situations where an automated email or text can achieve the desired result, such as:

- ✓ Scheduling nurture emails to prospects
- ✓ Appointment confirmations and reminders
- ✓ Letting a customer know their technician is on the way
- ✓ Requesting customer reviews after service visits

When communicating with your customers, the core of every interaction should be built around making it as easy as possible for them to reach out, ask questions and learn more about how you can help. By opening up more communication channels and focusing on effective communication, you can enhance customer satisfaction and drive long-term success for your operation.





# STREAMLINED PROCESSES



Keeping your customer's experience in mind when communicating with them directly is important, but what about what you're communicating through your actions? When you regularly evaluate your business processes as they impact your customers, you stand to improve service in ways that benefit both parties.

For instance, consider the way you schedule and route service visits. On top of fitting fewer customers into their schedules, companies that manually plan out routes have a much higher level of difficulty sticking to ETAs. Late arrivals send a clear message to customers about the value a business places on their time. On the other hand, optimized routes allow for prompt arrivals that respect a customer's time — not to mention enabling technicians to complete more stops per day and making it easy for your business to accommodate last-minute appointments when needed.

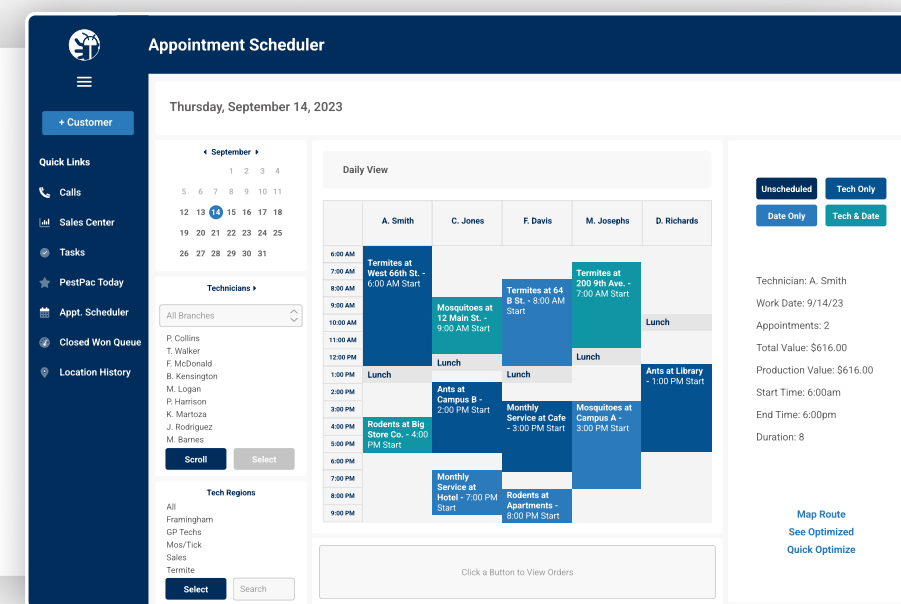
When reflecting on customer service, think of all the interactions a customer has with your team along the way and what those interactions are communicating to your customers. With pest control software, you can improve those processes to be faster and more efficient and provide a smoother experience for your customers thanks to a wide range of features.

- ✔ Online portals enable your customers to provide self-service for common behaviors like scheduling, rescheduling and paying for service.
- ✔ Digital forms allow technicians to efficiently gather data and signatures in the field while ensuring a professional look and feel.
- ✔ A pest control mobile app keeps technicians linked with the back office and provides them with customer data, service histories and account notes for consistent quality.
- ✔ Just like communication, payment processing relies on providing customers with more choices to ensure their preferred methods are available; the right software helps you [accept more customer payments](#) to get paid faster and more consistently.

## PESTPAC ROUTEOP

lets you wow customers with punctual arrivals, all while servicing **20% MORE CUSTOMERS PER TECH.**

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In short, it's critical to make customer experience a top priority when making decisions for your business. When your operations are disorganized — even behind the scenes — customers pick up on it and become more likely to seek service elsewhere. When you take advantage of innovative solutions to keep your pest control business running like a well-oiled machine, though, customers will notice that, too, and stick with you.



# PROACTIVE CUSTOMER ENGAGEMENT

When it comes to feedback, your customers need to know that you're not just open to receiving it; you're eager to act on it. Demonstrating a commitment to quality and ongoing improvement speaks volumes to customers and prospects alike about the services they can count on you to provide. By reaching out for feedback, you let customers know that you're actively working to provide them with the best experience possible.

Empowering frontline employees to resolve issues immediately is a great way to approach customer satisfaction directly. Technicians and customer service representatives who interact with your customers directly are the face of your business, so ensuring they're trained and authorized to make decisions on the spot can address customer concerns more immediately. By equipping employees with the necessary tools, knowledge and authority, you can ensure that issues are resolved quickly and effectively, minimizing disruptions for customers before they lead to complaints, negative reviews or customer churn.

Start by contacting customers for reviews after service is delivered or sending out customer surveys on occasion. If you've been communicating effectively and finetuning your processes along the way, hopefully your customer reviews won't have any surprises. When you do receive negative feedback, though, view it as part of doing business and an opportunity to improve. Most importantly, be sure to consider it objectively and to respond appropriately when it's in a public forum like Google reviews; when potential customers see your business respond to reviews, it showcases your dedication to making things right for your customers.

In addition to business reviews, consider implementing a technician review system where customers can rate their service experience, provide technician-specific feedback and even give a tip if they're compelled to do so. This can be a great way to motivate technicians to keep customer service top of mind while simultaneously gaining valuable insight into your customers' experiences.



**Dive into the details of requesting customer feedback in the first installment of the Delivering Exceptional Pest Control Service series, Committing to Your Customers' Needs.**

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# PROACTIVE CUSTOMER ENGAGEMENT *CONT'D*

Reviews and surveys can provide incredible data for your pest control business, helping you to create plans and strategies for even stronger performance moving forward. If you're using pest control software, be sure to pair the info you gain from your customers with the data your software provides for an even wider view of your business performance.

**An integrated solution like PestPac** seamlessly pulls data from the various facets of your business — like marketing, scheduling, routing, customer relationship management (CRM), service and accounting, for starters — for analysis and reporting, providing the insight you need to make smarter business decisions that drive your growth.

**To learn more about how your business can reevaluate customer interactions to ensure the service you deliver is always top-tier and secure your place among the best in pest,**

**Visit**

