



PestPac
by WORKWAVE®

MEASURING SUCCESS IN PEST:

Turning Data Into Insights

One of the biggest benefits of running a pest control business in this day and age is easy access to an abundance of data. Pest control operators today have a world of data at their fingertips, from industry benchmarks and averages to their own internal data, that their predecessors couldn't hope to access.

All of the data in the world can't drive your business forward without analysis and insight, though, and making sense of all that information can be a challenge in itself. With the right pest control software, you can not only automatically collect, track and organize your data in real-time but dive into those numbers to find opportunities for growth and redefine your business strategy to move confidently into the future.



EXPLORING YOUR SALES FIGURES

For the vast majority of pest control operations, growth is among the top targets to achieve. Even if you're satisfied with the current size and reach of your operation, successful sales are key to balancing out customer churn and ensuring your business is always moving in the right direction.

Monitoring your sales numbers is one of the most valuable things you can do to help your business identify what's working, what's not and how you can change the approach you're taking to

START CLOSING MORE SALES.



CONVERSION RATE

Possibly the most important figure when it comes to appraising your sales performance, your business's conversion rate indicates how effectively you're closing deals with your prospects. Divide the number of won opportunities for a given period by the number of leads for the same period to find your conversion rate.

Example

If you won three opportunities from 100 leads,
 $3/100 = 0.03$, or 3%.

If your conversion rate is low, it can be an indicator to reevaluate your sales processes, better train your team or try new approaches to marketing and sales. Be sure to think critically when evaluating metrics; if your sales processes seem effective but your conversion rate is low, it could also indicate low-quality leads rather than lackluster sales techniques.

By using software to track your opportunities as they move through the sales funnel, you can effectively determine which lead sources are bearing fruit most consistently. In turn, you can then make better decisions on how to distribute your marketing spend to ensure you're getting the most out of your marketing budget.

When presenting quotes and proposals, providing customers with an option to pay over time can be the difference between winning or losing a sale.

87% of those offering such financing options report closing sales they wouldn't have otherwise.



TRACKING SALES PERFORMANCE

When analyzing your sales data, the more you track, the better. Casting a wide net to collect data gives you more to work with, allowing you to drill into specific areas of your business better for more actionable insights.

For instance, the more data you have about a particular lead — such as how they heard about your business, how they chose to contact you, what services they were seeking or whom they interacted with from your business — can enable you to generate more specific metrics and reports to hone in on strengths and opportunities in your sales strategy. This process can be made infinitely easier by using the right software to track, visualize and interpret data from across your business.



As you work to attain stronger sales figures for your business, be sure to check out our guide on [HOW TO CLOSE MORE PEST CONTROL SALES](#) ►



TAKING THE PULSE OF YOUR CUSTOMER BASE



Your customers are the lifeblood of your business, and not just financially. How your customers feel about your business and their experiences with you can have a ripple effect on your future business performance. Whether that impact is a positive or a negative one hinges largely on whether or not you're taking steps to gauge your customers' satisfaction and adjust your performance accordingly.

CUSTOMER REVIEWS

Online reviews can provide valuable insight into the customer perspective — both for your team and for potential new customers. Unfortunately, while the majority of potential customers will read reviews before making a choice — studies suggest as many as 97% of consumers do — the reality is that unsatisfied customers are much more likely to leave a review unprompted and skew results. By proactively engaging with customers and requesting reviews, you stand to not only improve your online ratings but also to gain more information to draw from.

While negative reviews can be frustrating, it's crucial to remember that they're still a valuable source of feedback.

Even if you disagree with a customer's perspective, it's essential that you carefully consider their point of view, work with them to make it right and adjust your approach moving forward to ensure positive changes are the ultimate results.

By responding to reviews — both positive and negative — you signal to potential customers that your business is dedicated to providing exceptional service and making it right when things fall short. Most shoppers recognize that perfection isn't a realistic expectation; expecting a business to respond to feedback and make things right when mistakes happen, though, is perfectly reasonable, and responding to reviews can help showcase your dedication to positive outcomes.

Learn more about requesting reviews
and sending out customer surveys in
THIS EGUIDE! ►



TAKING THE PULSE OF YOUR CUSTOMER BASE – cont.



CUSTOMER SURVEYS

Surveying your customers directly is the equivalent of going straight to the source when it comes to gauging how you're doing. A well-crafted survey can be a perfect opportunity for customers to share thoughts or opinions they likely wouldn't if left unprompted.

In our guide to addressing customers' needs, we cover the importance of making your surveys easy to access across devices and ensuring they don't require a login or required responses, as these can deter customers from completing the survey; some feedback is always better than none.

Additionally, remember that your surveys don't have to be static! You always have the option to change, add or update your questions, and doing so can help you get more valuable information. Ensuring that your surveys align with your evolving goals and strategies can be vastly beneficial when considering new services to offer, for instance, or in filling in gaps as to what motivates particular customer decisions.

NET PROMOTER SCORE

Whether through online reviews or by word of mouth, your customer base can hold significant sway on how other potential customers perceive your business. Those who would recommend or speak positively about your business are considered promoters, while those who hold negative opinions are detractors.

Your business's net promoter score, or NPS, is calculated by asking customers, on a scale of 0-10, how likely they are to refer others to choose your services. Respondents who select 9 or 10 are promoters, and those who select 0-6 are detractors; those who select 7 and 8 are considered passives and don't factor into the equation.

To find your NPS, subtract the percentage of respondents who are detractors from the percentage that are promoters. In addition to being a valuable metric on its own, your NPS can provide even more info when compared over time.



HONING IN ON STELLAR SERVICE

Hearing directly from your customers is an invaluable way to see how your pest control operation is performing in the field, but it's not the only source of information. Just like your sales and customer satisfaction, quality of service can be quantified in metrics if you're tracking the right data.

Here are a few key metrics to note when evaluating your quality of, service delivery.

TECHNICIAN PRODUCTIVITY

Overall productivity tracks the amount of time your techs spend servicing customers, as opposed to time spent prepping, driving and handling other responsibilities. Steps like reducing drive time by optimizing routes let you service more customers while taking more time to provide quality service.

TIME TO SERVICE

The total time elapsed between a customer's request and service completion impacts a customer's experience — especially when the service is a direct response to the presence of pests. By ensuring you not only have, but can allocate, enough staff and resources you can reduce time to service and keep customers satisfied.

CALLBACKS

Being called back to a job due to incomplete or inadequate service costs your business valuable time and leaves a negative impression. To keep callbacks as low as possible, routinely train technicians on best practices and how to address customer requests and issues to meet their needs on the first visit.

Check all the boxes before, during and after service visits with our collection of **PEST CONTROL TECHNICIAN CHECKLISTS**. ►



FOCUSING ON FINANCIAL FIGURES



While it may not be accurate to say your bottom line is all that matters — after all, metrics from every facet of your business hold immense value when planning, strategizing and making adjustments to your processes — there’s no denying the importance of financial health when you’re operating a business.

In our previous guide to setting goals, we covered a number of critical financial metrics. But what should your numbers look like? A recent study from PCO Bookkeepers examined revenue and expenses from over 150 pest control companies to explore the state of the industry and provide valuable benchmarking figures.

	Commercial % of Income	Residential % of Income
Revenue	100.00%	100.00%
Direct Payroll Cost	26.64%	27.98%
Auto Expense	7.84%	8.03%
Material Costs	9.23%	7.41%
Other Costs	3.51%	3.08%
Total Direct Costs	47.22%	46.50%
Gross Profit	52.78%	53.50%

	Residential	Commercial
Average Revenue Per Customer (Annual revenue/total number of active customers)	\$418	\$1,439
Average Revenue Per Employee (Annual revenue/number of full-time employees)	\$107,864	

While these numbers certainly hold value for comparing your own business’s performance with that of the industry overall, it’s important to keep in mind that your own figures might be quite different depending on the size and location of your business, where you are in the growth process and what goals you’re aiming to achieve. Regardless, tracking your data over time is the crux of gaining true insight into performance over time, so be sure to use the right tools to track, organize and analyze your financials.

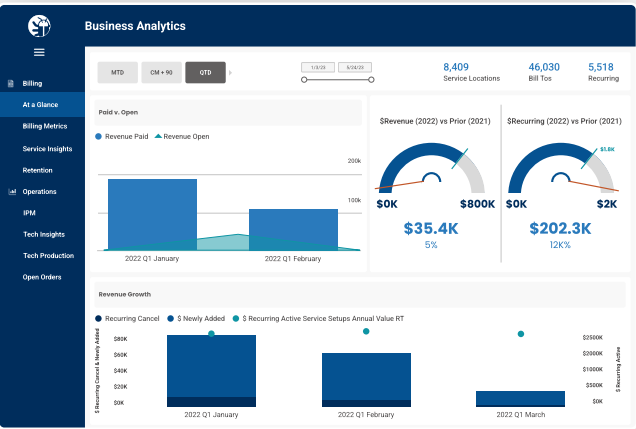
DIVING INTO YOUR DATA



With a wide array of data to consider in virtually every element of your business’s day-to-day, tracking and analyzing it all can certainly be a daunting task. Having the right tools, though, can completely shift the way you approach all of that data. By making data collection and analysis easy or even automating the process, dedicated software for your business can be a game-changer.

PestPac by WorkWave has distilled over 40 years of pest control knowledge into a suite of features that allows you to drill into your data, generate reports that show exactly what you’re looking for and ultimately glean new insight that drives your business forward.

With PestPac, you can take advantage of:



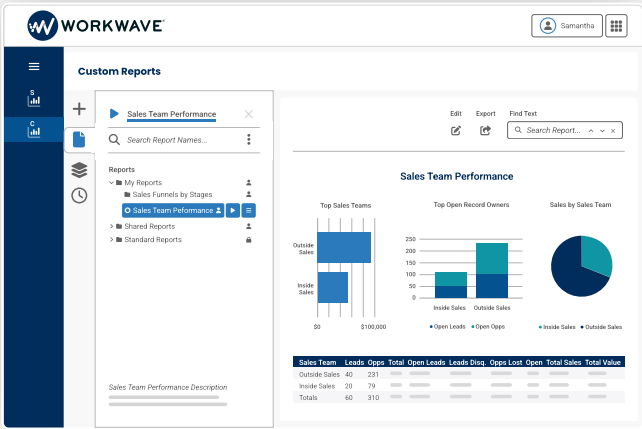
Business Analytics:

Tracks and analyzes business performance metrics to drive constant improvement

Function	Sales	Accounting	Employees
Customer			
Quick Links			
Tools			
Reports			
Location History			

PestPac Reporting:

Includes reports to track technician productivity, callbacks, scheduled vs. actual services and more



Report Writer:

Enables you to create custom reports, dashboards and visualizations to drill into the data you value most

However you define success for your pest control business, PestPac has the features you need to take control of your data and pursue your goals with confidence.

To learn more about PestPac’s robust analytics and reporting capabilities,

Visit