



PestPac
by WORKWAVE™

Optimum
Pest Pros™



Services Provided: Residential and commercial pest control, wildlife services and vegetation management

Founded: 2019

Areas Served: Rochester & Auburn, NY, and surrounding region

WorkWave Products:

PestPac by WorkWave, Forms, CustomerConnect+Logbook



ABOUT OPTIMUM PEST PROS

After a decade in the pest control industry, Jeff Butler knew he could bring quality service directly to more customers by starting his own business, and in 2019, Optimum Pest Pros sent its first trucks out into the field. Since then, they've grown into a million-dollar business servicing customers throughout western New York.

With a focus on providing pest control for food-grade commercial accounts, Butler recognized the crucial role software would play for Optimum Pest Control. Accordingly, he was committed to finding the perfect fit for his growing enterprise — even if it meant switching providers.

The screenshot shows the Optimum Pest Pros mobile app interface. At the top is the company logo and a menu icon. Below is a navigation bar with icons for Reports, Log, Diagrams, Documents, Conditions, and Messages. The main section is titled 'Send a Message' and contains a form with fields for 'Report a Pest' and 'Ask a Question'. The form has three sections: '*Pest', '*Room or Area', and '*Details', each with a text input field. A 'Submit' button is at the bottom of the form. Below the form is a list of messages with details like 'When is my next service?', 'Your technician left one of his traps here!', and 'Check for mice in the kitchen and pantry', along with their status (e.g., 'Not Resolved').

THE PROBLEM

After building — and successfully growing — Optimum with PestPac, Butler was eventually swayed to demo other software options. He made the switch to FieldRoutes after receiving promises of the same functionality for his commercial accounts, but with the benefit of hindsight, Butler says, “they aren’t even close to PestPac on this stuff.”

While Optimum ultimately spent seven months on FieldRoutes, they were ready to switch back to PestPac after just four.



“I finally made the move, and the GRASS WAS NOT GREENER ON THE OTHER SIDE.”

Right away, FieldRoutes’ shortcomings in the field started to create problems for Optimum’s technicians, who were wasting valuable time waiting for critical data to load. “With FieldRoutes, it was very slow and constantly loading,” Butler says. “When you’re at a commercial account that’s got 200 interior traps and service in the building is bad as it is, and you’re waiting for it to sit there and spin? It was a nightmare for my technicians.” The straw that broke the camel’s back was when those issues began impacting customers.

“I was on the verge of losing \$60,000-a-year commercial accounts because they’re like, ‘I don’t know what software you switched to, but this ain’t holding up and you’ve got to switch back quick.’”

“I was in danger of losing my top five accounts after switching to FieldRoutes, which adds up to \$300,000 a year. I wasn’t willing to do that, and the only way to keep those people is with PestPac.”

“I was in danger of losing my top five accounts after switching to FieldRoutes, which adds up to \$300,000 a year. I wasn’t willing to do that, and THE ONLY WAY TO KEEP THOSE PEOPLE IS WITH PESTPAC.”

| THE SOLUTION

As a growing business, Butler's needs in a pest control software are simple. As he puts it, "I need a software that's keeping up with me." After seeing his biggest accounts put at risk after repeated issues with service delivery, he knew FieldRoutes wasn't the software he needed. Naturally, they came back to the solution they knew could deliver: **PESTPAC**.



“My technicians hated FieldRoutes. **MY TECHNICIANS LOVE PESTPAC**, the functionality of it, the ease of the mobile app.”

Returning to PestPac doesn't just equip Optimum to keep delivering on their commitment to excellence in service, but also ensures they have everything they need to handle their biggest commercial accounts and stay compliant with stringent industry standards.

“Commercial pest control has to be done a certain way, and PestPac is the only software that has what an auditor wants to see.”

“I came back to PestPac for a reason: I truly believe you guys are superior when it comes to trying to do commercial pest control, like I am.”

With PestPac, Butler knows he can focus on his business, knowing that he'll have the support he needs not just today, but into the future.



“I'm growing commercially as we speak, and **PESTPAC'S KEEPING UP WITH ALL OF IT.**”

To learn more about how PestPac can help you increase your productivity and streamline your business, visit pestpac.com or call (800) 992-1423 today!