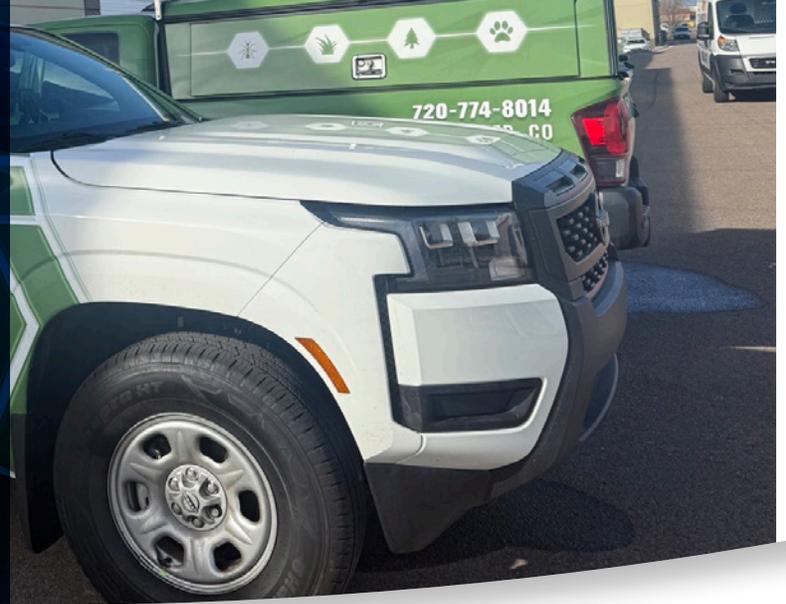**PestPac** by WORKWAVE®

ADVANTAGE PEST MANAGEMENT

FROM SOLOPRENEUR TO $1.5M ENTERPRISE:
How Advantage Scaled With PestPac

Jim Ross, owner of Advantage Pest Management, knew that to be one of the "big guys" in pest control, you have to act like one —so he signed on with PestPac.

Services Provided: Residential and commercial pest, rodent and mosquito control

Areas Served: The greater Colorado area

The Challenge: Scaling from owner-operator to enterprise.

The Solution: PestPac RouteOp, Communication Center and Payments

The Value: Automation that grows with the business

SUMMARY

As a solopreneur working as an owner-operator, Jim Ross established a firm foothold in pest control. His initial success with Advantage Pest Management has his sights set on growth, but expanding operations came with all new challenges, from routing a growing crew to managing and billing more and more customers.

Ross knew he wanted his business to become an enterprise, so he committed to operating like one and put the power of PestPac's automation to work for Advantage Pest Management as early as he could. Since then, they've grown from $250,000 to $1.5 million.

PROBLEM

Advantage Pest Management was growing steadily until they hit the $250,000 mark. That was when growth became more intimidating, with fumbles in routing and hiring new technicians creating friction in the works while bringing on new customers started to overwhelm their existing processes.

It got to the point where planning out routes became a 72-hour process, customer communications became difficult to manage and collecting outstanding payments was consuming increasingly more time.

THE SOLUTION

Ross was a PestPac user early on, relying on PestPac Mobile to keep him connected and in control when he was out in the field working as a solo operator. "No other software companies were offering a mobile app that was at the level PestPac was offering," Ross notes. Knowing how reliable the PestPac app had proven to be, he jumped in with both feet when he knew he needed support to scale and grow his team.

"PestPac has the ability for me to add technicians, optimize routes, easily schedule customers and get agreements signed." Ross' approach was to implement enterprise-style processes from the ground floor. He knew emulating those techniques would enable his business to grow. He also knew PestPac could deliver what he needed not just to start the process, but to keep streamlining even as the business scaled.

"PestPac is designed for you to be able to scale," Ross highlights, noting that the software isn't just for larger operations. "Somebody that's operating as a solopreneur, or they might have three or four technicians, one of the best benefits of PestPac is that it's designed to help you scale."
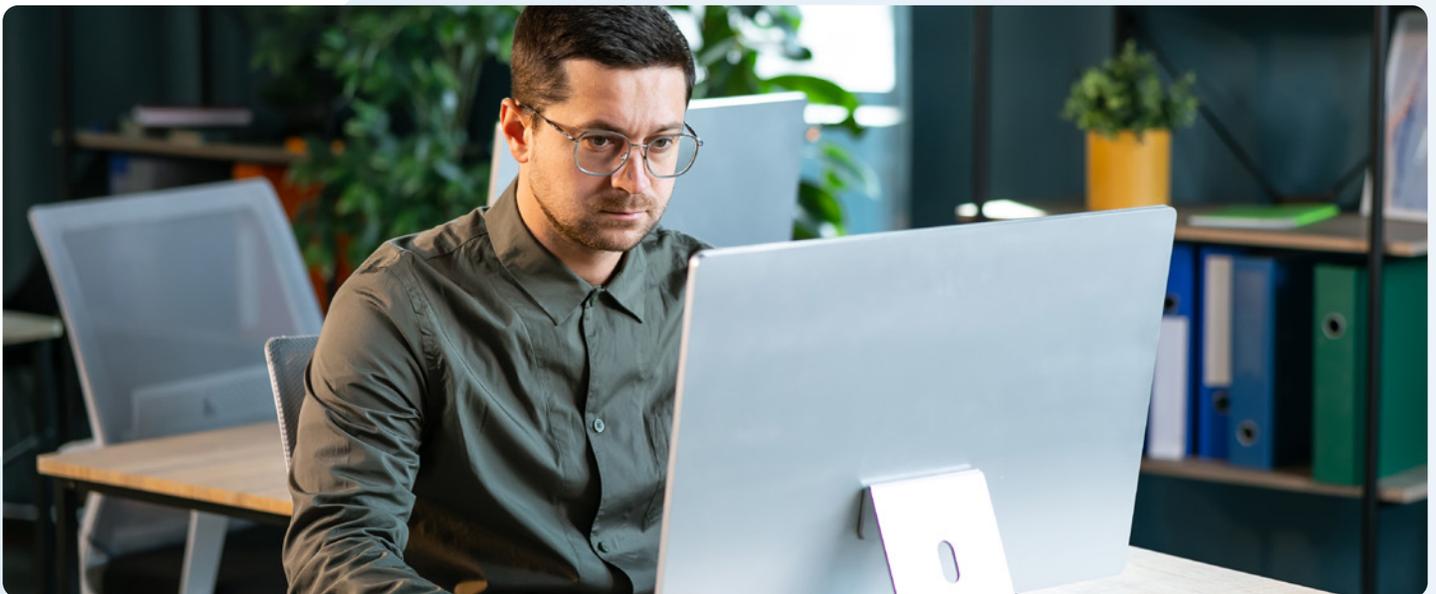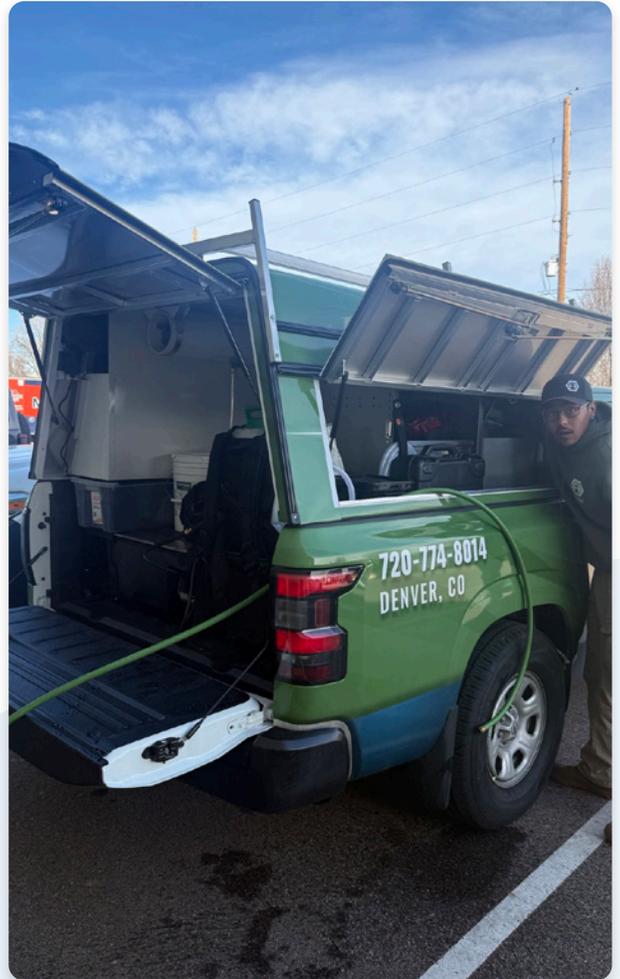
> **IT WAS JUST SO EASY FOR THINGS TO FALL THROUGH THE CRACKS WITH THE OLD SYSTEM,** Dylan explained. The company needed a safety net to ensure every lead was captured and every sale was closed efficiently.

THE SOLUTION CONT'D

Since implementing PestPac's suite of features, including Sales Center and Communication Center for managing prospects and customers as well as WorkWave Payments for integrated payment collection and processing, Ross has Advantage Pest Management running like a well-oiled machine — and growing all the while.

Route optimization has dropped from a three-day hurdle to an easy process that's wrapped up in half an hour. "Without RouteOp, I don't think that we would be where we're at in terms of efficiency," he says. Similarly, Payments has dramatically reduced time spent chasing down delinquent payments with autopay and Account Updater automating the process and reducing churn.

"WorkWave Payments just does an automatic update for us to be able to just capture that new card information for the customer, and everything just stays seamless where they don't need to worry about declined payments or card accounts going on hold."

Communication Center streamlines account management for the team, eliminating the need to toggle between apps to find customer info, automating notifications and even tracks customer sentiment, all while, in Ross's words, "we're doing everything in 1/10th of the time."

From customer input, to Sales Center, to payment capture with the agreement, to getting service set up, to optimizing the route to completing the service,

PESTPAC IS EVERY STEP OF THE WAY. PESTPAC HELPS US CREATE THAT CUSTOMER EXPERIENCE.