



PestPac
by WORKWAVE

Insight Pest Solutions: Building a Data-Driven Business on Wavelytics



The Company



Insight Pest Solutions doesn't guess about technician performance, retention or how many people it needs to hire next spring. They use Wavelytics.

The company recently crossed \$100 million in annual recurring revenue. It operates in every major metropolitan area across Southern Canada and is growing its footprint in the United States and Australia. Running a business that size across that many markets, with a decentralized team, means leaders can't rely on gut feel or wait days for someone to pull a report; they need the numbers in front of them.

The Approach: Build Tools People Actually Use

CTO Matteo Stradiotto oversees the company's software development, routing and data quality teams. Their job is simple to describe and hard to do: give the business what it needs to run well.

Stradiotto's team builds custom applications on top of Wavelytics, and they hold themselves to a clear standard. If a tool needs an onboarding call to explain it, it isn't finished. The goal is to have a software intuitive enough that a technician in Toronto and a manager in a brand-new US branch can open it and get to work.



Turning Technician Performance into Friendly Competition

To encourage friendly competition and improve overall performance, Insight has started a technician leaderboard. Built on Wavelytics, it tracks important metrics including jobs per day, completion rate, average job duration and a proprietary net promoter score calculated from customer feedback emails. Technicians earn a base payout of \$1 per service. Those who reach the top tiers earn bonus multipliers ranging from 1.4x to 1.8x, and every calculation happens in real time, displayed publicly for the whole team to see.

“Our Leaderboard works because it’s transparent,” explains Stradiotto. “Nobody has to wonder how the bonus was calculated or who’s ahead.”

Insight combined with gamification keeps things interesting. Seasonal, tournament-style competitions like the Santa Service Sprint and a March Madness bracket maintain momentum through different parts of the year. The company’s gamification roadmap will see technicians collecting experience points and earning badges for milestones like their 1,000th or 10,000th service. In early 2027, the team’s plans include badges for company record holders and even tradable ‘baseball cards’ featuring employee stats. Gamification points will be redeemed through an internal merch store the company is integrating now. Stradiotto continues, “Our system is designed to consistently reward good work. And our techs notice and rise to the challenge.”

Data for Every Department

The leaderboard gets attention, but the bigger story is how far the data reaches.

Real-time performance dashboards are available company-wide, across sales, customer experience and retention. Retention teams use a dashboard that connects directly to PestPac, tracking cancellation percentages after calls and rewarding agents for saving customers outright or saving them with a price adjustment. Recruiting teams pair historical PestPac data with their applicant tracking system to calculate exactly how many candidates they need to hit seasonal sales targets.

From Operational Metrics to Full P&L Visibility

Insight is moving beyond measuring basic operational metrics like callback rates and work hours toward full profit and loss benchmarking for each branch. That shift will help leaders spot overstaffing, measure chemical use efficiency and understand where management overhead is running high. Branch comparisons draw on PestPac metrics including accounts receivable, monthly churn, SKUs and customer lifespan. The team also plans to roll out a P&L model for individual field technicians.



Automation Without the Anxiety

More automation tends to make people nervous. Insight has taken that seriously.

“We’ve automated 80% to 90% of our routine administrative work, and we haven’t had to go through any layoffs,” said Stradiotto. “Because we’re growing so fast, we’re able to move people into higher-value roles instead. Our frontline staff spend more time with customers, our managers spend more time vetting candidates and training their branches, and our technicians spend less time on paperwork.”

The co-located engineering team also paces changes deliberately, brings end users directly into UI and UX design and takes feedback straight from field technicians on mobile app performance, so new tools don’t land as surprises.

Less Guesswork at the Top

For operators who are skeptical of AI and analytics, Stradiotto’s argument is practical.

“Without good data tools, a lot of executive decisions come down to vibes,” he said. “Getting a simple answer can mean chasing information through multiple people over several days, and at the end you find out everyone was working from different assumptions. When you put accurate data in front of decision-makers, you cut that whole chain short.”

Stradiotto also credits WorkWave’s Professional Services team with helping Insight simplify and standardize its PestPac setup, a cleaner foundation that has allowed its analytics and AI tools to perform well from the start.

What’s Next

Insight plans to take its internal AI assistant beyond answering questions. The next version is designed to act as a proactive task manager, pulling together communication channels, applicant data and PestPac metrics to give each branch manager a prioritized list of what to do that day.

The company is also wrapping up a year-long effort to replace third-party legacy applications with its own tools for internal messaging, org charts and sales commission settlements.

“We build what our people need, put the data where they can actually use it and keep refining,” said Stradiotto.

“Wavelytics has helped us take a large, spread-out operation and transform it into one where everyone can see what’s working and act on it.”

