

# EMPOWER YOUR BUSINESS

TO REACH ITS

# FULL POTENTIAL



**WORKWAVE<sup>®</sup>**  
*PestPac*





# WORKWAVE PESTPAC<sup>®</sup> EMPOWERERS

its customers to succeed through scalable, end-to-end solutions that support every aspect of their business journey.

**With more than 30 years of experience,** and chosen by 80 of PCT Magazine's Top 100 List of pest control companies, PestPac provides powerful and scalable software solutions with deep capability that grows with customers as they grow their businesses and extend their service offerings - from a single location to a national enterprise.

With PestPac, both residential and commercial pest control companies have one, fully integrated system that combines marketing, sales, office management, mobile field operations, customer experience, and payments that empower businesses to reach their goals.

# PESTPAC'S ROBUST AND SCALABLE PLATFORM

provides business value through an unmatched breadth of services within the pest control industry.

## MARKETING/SALES

*Close More Leads, Grow More Sales, Keep More Customers*

PestPac provides a fully integrated solution to track, manage and engage leads, optimize sales performance and close service offers faster.

- Sophisticated Email Marketing Campaigns
- Online Reviews



## OFFICE MANAGEMENT

*Manage Pest Control Operations with One Single Solution that Saves Time and Increases Profitability*

PestPac simplifies the management of mission-critical office management tasks.

- Business Analytics
- Intelligent Route Optimization

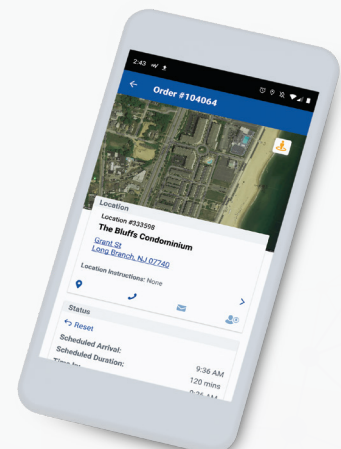


## MOBILE FIELD OPERATIONS

*Tools that Empower Your Technicians to be More Efficient and Productive in the Field*

The Pestpac Mobile Application provides a single view of all customer information from a mobile device, ensuring that technicians are prepared for every job.

- Service Order Management
- Smart Trap Integrations

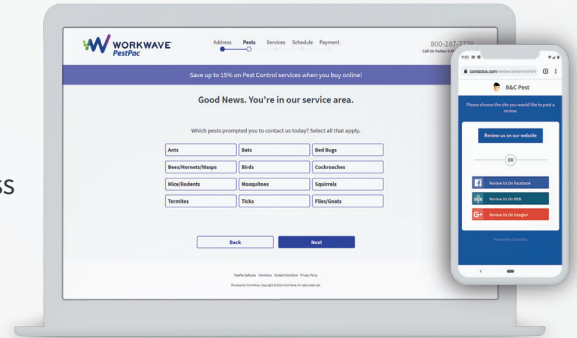


# CUSTOMER EXPERIENCE

## Solutions that Drive Exceptional Customer Experience

Online reviews and customer referrals are the top sources for business growth. Integrating WorkWave Marketing solutions within PestPac engages customers, ensures optimal service delivery and drives sales.

- Customer Review Collection
- Online Customer Self-Service

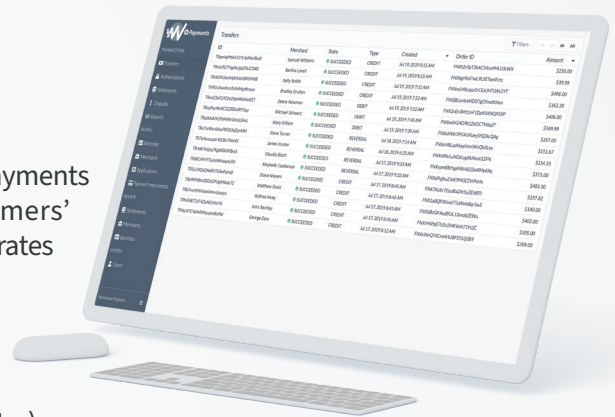


# PAYMENTS

## Seamlessly Integrated and Simplified Payment Processing Solution

To deliver the most simplified and flexible experience, WorkWave Payments enables pest control companies to securely accept their customers' preferred payment methods, while providing the most competitive rates and streamlined processes saving time and money.

- One Flat Processing Rate for All Card Payment Types
- Elimination of Select Fees
- Competitive Functionality (Epay, SMS Payments, Account Updater)



# COMMERCIAL

## The Most Advanced Commercial Technology Available

Our solutions are specifically designed to streamline the management of pest activity and conditions through diagrams, heatmaps and trend reports designed to meet the needs of commercial customers.

- CustomerConnect+ Portal
- Multiple Location Service and Billing
- Digital Logbook



**“WITH MOBILE SKETCH I HAVE SAVED 2.5 hours/week/tech, the office has saved 1-2 steps per technician, and best of all I can do all my work in the field including attaching sketches to WDO forms.”**

-Ted Brayton, Branch Manager, Griggs Browne

Active Builds a Customer-Centric Service Strategy with

# WORKWAVE PESTPAC'S END-TO-END SUITE OF OFFERINGS

**For more than 30 years, Active Pest Control, a premier innovative leader in the pest control industry has served both residential and commercial customers.** Since adopting WorkWave PestPac, Active has been able to increase the number of customers served and complete jobs faster, all while enabling a paperless office. Today, Active has close to 60,000 customers, 12 offices and receives over 750 calls per day.

**Services Provided:** Residential, Commercial, Termites, Mosquitoes, German Roaches, Bed Bugs, Wildlife

**Founded:** 1985

**Areas Served:** Atlanta, GA, Macon, GA and Sugarland, TX

**Why PestPac RouteOp?:** "RouteOp is smarter than the human - it does all the thinking for us. We can now answer and schedule calls in 3.5 minutes!" - Kevin Anderson, Executive Vice President

## BENEFITS:



**Saved hours** and eliminated stressful, manual tasks



**Increased revenue and profitability** with existing resources



**Satisfied customers** with on-time arrivals and honoring special requests



**Satisfied employees** with efficient, more manageable schedules

## CHALLENGE:

Continued growth, escalating administrative costs and the need to service more with less became too much to handle without supporting technology and efficient processes. It was often a struggle to answer a call, schedule a service, take a payment in a timely manner and avoid a queue of waiting customers. Additionally, due to the growth of the fleet, maximizing technician time, keeping technicians accountable and safe became leading initiatives.

## SOLUTION:

To better focus on customers, Active took a different approach than other pest control companies in structuring their business. Consolidating their administration tasks into one office, adopting a paperless environment and implementing the full suite of WorkWave PestPac offerings allowed them to service more customers with less cost and employees, while also helping increase their revenue.

All paperwork, proposals and contracts are either scanned in at the office or uploaded directly from the PestPac Mobile app directly into PestPac saving hundreds of hours of labor. Adopting a "one call resolution" policy using PestPac, call center reps can set up service orders instantly and complete a call in less than 3.5 minutes. With the mobile app, all service orders and customer information can be accessed by the technicians. With this information at their fingertips technicians can stay customer-focused, offer new services and receive signatures right from their mobile device.

**“SINCE USING PESTPAC’S ROUTEOP AND MOBILE SOLUTION,**  
completing calls within 3.5 minutes, essentially eliminating scheduling delays or additional calls and the possibility that a customer might go elsewhere or have buyer remorse, **ACTIVE HAS INCREASED**  
*the number of signed contracts by*  
**MORE THAN 5%.”**

- Kevin Anderson,  
EVP, Active Pest Control



# ABOUT WORKWAVE

WorkWave® empowers service-oriented companies to reach their full potential through scalable, cloud-based software solutions that support every stage of a business lifecycle. We are a trusted partner for over 7,000 customers across a wide variety of industries, including pest control, lawn care, cleaning, HVAC, plumbing, electrical and last mile delivery. WorkWave is unique in that it offers its customers solutions that support the full service lifecycle, providing businesses with everything from brand awareness and digital marketing to sales, service and customer experience. Through versatile software solutions, strategic business advice and a broad network of partners, WorkWave goes beyond just software - we are a partner in enabling our customers to reach their full potential at each stage of their business journey. WorkWave is a division of global enterprise applications provider IFS. **For more information, visit [workwave.com](http://workwave.com).**



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