

# Efficiency and Savings

ServSuite Mobile allows companies to grow their businesses more easily.

**W**hether you're a pest management professional (PMP) on the West Coast, East Coast or somewhere in between, ServSuite erases doubts from the most ardent skeptics of technology. More importantly, it allows companies to run more efficiently.

From 2008 through 2013, Kurt Trombetti, president and owner of Las Vegas-based Enviro Safe Pest Control, which he started in 1996, resisted using mobile technology because of the headaches reported to him by other PMPs. However, he acknowledges much of that negative feedback was from PMPs who didn't know how to use the technology properly.

When Trombetti attended Service Pro University in 2013, he went in with two fears: Customers wouldn't like change, and employees would have a difficult time transitioning to mobile technology. At the event, however, both fears were allayed by the owners of five companies — four of which were about the same size as Enviro Safe — that were using ServSuite.

Trombetti returned to the office and gave his lead technician a tablet to test. After one week, the tech said to him, "You can't take this back." Within a month, all of Trombetti's techs were using the Android tablets.

But Trombetti's epiphany might not have ever happened if it wasn't for an advisor who talked him and his wife out of selling the company after evaluating it, saying it would be worth a lot more in the future if they were willing to make a few adjustments. In 2008, the year Trombetti jumped on board with Service Pro, the company was worth \$200,000. Now it's worth more than \$1 million. In 2008, Trombetti had three employees; now he has 10. And thanks to ServSuite, he can track data and metrics at the click of a button.

## Online 24/7

Keith Ruebling, president of Larue Pest Management in Lehigh Acres, Fla., has been using ServSuite longer than Trombetti — since 2006. Larue, a family-owned and -operated company, has been around for 35 years. The \$2.5 million company employs 23 people, and its business is split 90 percent residential and 10 percent commercial.

"We went straight to the Web version; we weren't on the PC version," says Ruebling, who is also president of the Florida Pest Management Association (FPMA). "We were one of first customers to use the Web version."

Previously, Larue was operating a server-based system, so if the company lost power, it was negatively affected and employees couldn't access the company database. Now Ruebling doesn't have to worry about those types of problems because ServSuite is a web-based system (with Wi-Fi connection).

"We can instantly obtain company information anywhere," he says.

## Customer privacy

Sage Garvey, director of technical operations at Burns Pest Elimination in Phoenix, has been working with Service Pro for 10 years and recently completed a three-year phase in of ServSuite with mobile devices, which are being used on all of its 125 routes throughout Arizona. Garvey likes the security ServSuite provides because, for a company of Burns' size (ranked 15th largest in the country), it prevents employees from printing

out and taking customer information if they want to leave and start their own company.

"Those customers are worth a lot of money," Garvey says.

Additionally, customers don't have to worry about technicians leaving paperwork with their information on their front door. Burns' customers also like the fact they get billed immediately when the job is done. They know this when they receive an email, which includes the details of the job.

In November 2014, Burns became 100 percent paperless.

"I don't think a tech ever wants to write another ticket," Garvey says, adding that the company processes about 600 service tickets a day.

## Real-time data

ServSuite provides Ruebling with real-time data, such as technicians clocking on and off the job and bait-station scans. All techs have tablets and are using the ServSuite Mobile app on their mobile phones. Additionally, Larue is testing a Bluetooth scanner



Garvey



in the hopes of using that technology instead of handhelds.

“One of the aspects we looked at was data capture,” he says. “Now we don’t have to worry about handwriting and paperwork from our techs.”

ServSuite Mobile eliminates the manual entry of paperwork. Before implementing the software, it would take Larue administrators a half-day to manually process all of the techs’ paperwork. Now they’re done with all processing within 30 minutes, first thing in the morning.

As Larue grew, it didn’t have to add administrators as a result of implementing ServSuite. It kept the same amount of people while it grew. It took longer to get to the point of having to hire more office people. Currently, Larue has four customer service representatives that focus on route scheduling.

Trombelli’s administrators used to spend three hours every day processing information and paperwork coming in from the techs. Now they spend 45 minutes verifying the information the technicians have already entered into the system via their tablets. Enviro Safe is printing just 10 percent of its work orders, mainly because its commercial clients still require a printed copy.

And because Enviro Safe emails invoices to customers, it can take advantage of the marketing opportunities available that way. In 2014, as a result of email marketing, customer referrals tallied \$106,000 of business. The year before, that amount was just \$40,000. To start with, ServSuite allowed Trombelli’s admins the time to create an email-marketing platform.

As a result of the administrators’ efficiency allowed by ServSuite, Trombelli let a full-time inside sales rep go. The two admins now have more time to do other things, such as handle inside sales.

“Our one admin outsold our former inside salesman by \$30,000 last year,” Trombelli says. “The admin closes sales in four-and-a-half minutes, compared to the 22 minutes it took our former inside sales rep.”

At Burns, Garvey estimates the company has saved 205 hours (two hours a day from each supervisor, 10 hours a day from each customer service representative and three hours a day from each administrator) a week that free up administrators’ time to answer phones.

For Trombelli, documentation is king. And so the chance for technicians to inadvertently write down the wrong amount is taken away with the Android tablets because a tech is just pressing a button. Additionally, the voice recognition feature will type text if words are spoken into the tablet.

ServSuite Mobile also allows an administrator to let a customer know specifically when a tech will be at their home — within a few minutes — and the admin doesn’t have to call the tech to determine that. Customers can call in and ask whether a tech finished a job, and the admin can give them detailed information about the job that was just completed.

For Trombelli, ServSuite Mobile complements Enviro Safe’s environmentally conscious initiatives that extend beyond applying pesticides. Green practices exist on all levels of the company’s business, including a recycling program.

Although Ruebling knows ServSuite Mobile provides operational savings along the way (routing efficiency saves money and billing functions are streamlined), he doesn’t view technology that way.

“Technology is part of the cost of doing business,” he says. “We don’t bring on handhelds to save money. We do it to improve efficiency and quality assurance and maintain a leadership role in the industry.”

Ruebling also likes the accountability factor among the technicians that ServSuite Mobile provides.

#### Reports analysis

With ServSuite, Garvey now has the ability to look at reports he wasn’t able to produce previously. He’s able to fine-tune the time it takes



Trombelli



Ruebling

techs to finish a job and track the materials they use. By doing so, he can potentially add three more service calls a day. He analyzes the data every three months.

“The numbers are astronomical,” he says. “I wouldn’t be surprised if we saved \$100,000 in paper and time during the first three to four months. It’s a huge savings per week.”

Garvey is using the technology to pinpoint which ZIP codes experience heavier pest activity. That knowledge will allow him to market certain services that are more needed in certain areas.

Service Pro’s price point is beneficial, according to Trombelli.

“They supply us with the devices and the data plan and charge us a flat fee,” he says. “If I have a problem with a device, I send it back to them, and I get a new one the next day.”

Ruebling concurs.

“I pick up the phone and get answers,” he says. “Service Pro’s Andy Deering and I talk quite often. They ask us for feedback because they want input from their customers as they look to improve down the road.”