

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

MUST-SEE EXHIBITS



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ServSales is a one-stop PMP business solution

ServSales helps customers run a smoother business, by helping increase sales efficiency and revenue. It's a prospect and sales management software platform that can also be considered a lead management program or a customer relationship management (CRM) solution for all businesses operating in the pest management industry.

Its functionality exists in the ServSuite core application, too, but because it's completely mobile-friendly, it can also be used on a tablet while completing services out in the field.

It can be used to automatically populate an address that is nearby the houses that are already being serviced. The interactive map allows for easy updates, managing and adding new prospects. It uses a device's location services, and Google Maps to show detailed street or satellite information. It then pulls the address right from Google to avoid having to enter it. This is useful for door-to-door sales, summer sales programs and cloverleafing, to name a few.

Last but not least, ServSales can be used to put together a proposal

on the spot, as well as digitally sign documents like proposals. It's equipped with a scheduling feature that helps keep information organized. Its Calendar function allows scheduling various tasks throughout the sales cycle, including leads, callbacks and proposals.

NEW FOR 2017

Route Optimization allows you to create the best version of your technician schedules and routes, and create the most effective agenda for your busy week. You can select the routes and date range, and choose from the module's various optimization options — taking into account technician shifts, lunch hours, work days, holidays, etc. It uses advanced algorithms for scheduling and rescheduling that allow a user to pick the best available routes, by simply dragging and dropping the event in the calendar. Users can set a Buffer Time, referring to the time range in which they would want the service to be scheduled.

The functionality algorithms of Route Optimization will stop services and technicians from overlapping, allow for scheduling at a given time range, and allow for

easily editing the route start time. Technicians can even leave minutes available for new sales, building in a time gap on a certain route that they will use to expand business in the area. You can receive various reports on how much you've saved with Route Optimization, such as mileage improvement, U-turn count, left turn count, and total drive time saved.

Also new for ServSuite in 2017 is the ability for a company to create a personalized customer feedback survey. Surveys can be emailed to customers right after a service has been performed, or at any conveniently chosen other time. The email can contain a description of the service provided, and details on the technician who provided it.



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