

Case Study #2

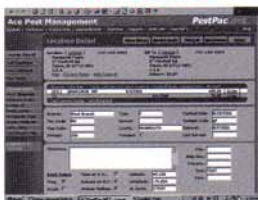
## Using Technology for Greater Efficiency

### Marathon Data Systems

Marathon Data Systems, Inc., the leading software developer in the pest management industry, introduces PestPac.net. This revolutionary web-based software package is designed to handle single and multi-branch companies at the click of a mouse. It is the first web-based office management software to be offered to the pest management industry. Take control of your business today.

Marathon Data Systems, Inc. has led the industry from DOS to Windows, through the Year 2000, and now into the latest web-based technology. Since 1989, their customers have enjoyed outstanding customer service and timely software upgrades that have moved their data right along as computer technology has changed.

### PestPac.net



### Cooper uses PestPac.net to link to remote technicians

Cooper Pest Control is a second generation, family-owned pest control company established in 1955. The 18 technicians serve an equal number of commercial and residential pest control accounts for the \$2.7 million business. Phil Cooper is President, administering all business aspects of the company. His brother, Richard, is Vice President of Technical Services and handles the technical side of the business.

### The Challenge

Cooper Pest Control is a technologically advanced pest control company that has always selected leading edge business management systems. The system they began using before 1992 had become obsolete as new systems entered the market and as Y2K rapidly approached. In 1998, Phil Cooper and his team began to anticipate potential problems with the start of a new millennium. So the combination of Y2K and obsolete software led Cooper to identify a long list of features needed to run the company more efficiently.

After extensive research, they selected a Windows version of PestPac.

Several features were on Cooper's "wish list" for the next upgrade to PestPac.net's web based version. 1) Cooper wanted to be able to create all reports necessary from inside the software and eliminate the need for outside packages. Being able to customize reports was also an important feature.

2) Global Positioning System (GPS) units appealed to Cooper to help coach technicians' accountability and performance.

3) Improved scheduling capabilities were attractive to Cooper to plan and develop new routes.

4) Detailed contact management features would enable customer service reps to instantly access information about each client and contacts within the client's company.

5) The ideal software package would enable scanning and attaching hand written service agreements and instant access of information about a client's location.

*"PestPac.net met my vision of one package doing it all. It's the most comprehensive software solution for service industries. It's the right platform with the right features for service industries."*

Phil Cooper, President  
Cooper Pest Control  
Lawrenceville, NJ

(over)

## The Solution

The Windows based program from Marathon Data Systems served Cooper's needs well until PestPac.net debuted in early 2001. "Though we understood the risks in changing systems in our busy season, we were so excited about PestPac.net that we decided to proceed with the conversion in June. We were confident in Marathon Data Systems and its advanced technology, so we made the switch to PestPac.net midseason. We knew that it would bring extraordinary capabilities to the company," explains Phil Cooper.

## Remote Accessibility

Several of Cooper's technicians report to the office very infrequently because, using PestPac.net, they can conduct business remotely. "We give our remote technicians the ability to be more in control of their day. We empower them with individual access to various functions that apply to their responsibilities. They print their service tickets (which look just like they came directly from our office) and they can check and manage their schedules — all from their own location," says Phil Cooper.

Coaching employees is an important management strategy at Cooper. Phil explains, "One of our new technicians was having trouble with efficiencies and he couldn't understand why or how this was happening. The logical, but most expensive, solution was assigning a supervisor to ride with the technician several times. The most efficient solution, however, was installing a GPS unit in his vehicle for a couple of weeks, gather data through PestPac.net and review it with the technician. We use the GPS unit, not as a 'big brother,' but as a coaching tool instead. We studied the data we gleaned from the GPS and conferred with the technician to improve his efficiencies. PestPac.net saved us

money and solved an important issue for us."

In the rare instance that Cooper's technicians have repeated driving problems, a GPS unit is installed in the vehicle to randomly monitor speeds and driving habits. This information is then used to correct the situation.

*"PestPac.net makes our processes much simpler so we can concentrate on improving ourselves. It creates efficiencies so we save money and provide better customer service."*

*Phil Cooper, President  
Cooper Pest Control  
Lawrenceville, NJ*

## Features in Use

PestPac.net gives Cooper the capability of barcoding its forms. Cooper says they expect to save an hour or two of labor every day by eliminating data input by hand.

PestPac.net contains an optional nationwide address verification database. "When we're adding a new customer, this feature greatly cuts down on operator error when fields are automatically verified and completed as the operator starts to enter the address."

Because Cooper Pest Control is very customer-focused, PestPac.net has enabled it to improve its customer service. "We can bring up a customer account and see what services and orders are outstanding in one glance. The information we have at our fingertips is far greater than before and it enables our customer service reps to talk more intelligently to the customer."

With PestPac.net, Cooper easily maintains administrative control by using the various security functions and templates. Each user has their own profile which enables them to access information relevant to their jobs only. "This feature makes our customer service people feel that they own the program they are using," explains Cooper.

Tracking the profitability of routes, branches and technicians has always been a challenge for pest control companies. PestPac.net makes this important function easy and efficient. Cooper says, "The Gain and Loss Report, for example, allows us to see, from a sales point of view, how we are growing and it also gives us control from an accounting point of view. The reporting options are so flexible that, in essence, there are thousands of ways to report the information we need."

## The Future

Pestpac.net is feature rich and Cooper expects to take advantage of many more of the available features.

"One of the features that excites us is the ability to customize the help system in PestPac.net. We're planning to put all our procedures manuals, customer service protocols, selling and other inhouse processes on line for easy access," Cooper says. "In addition, using PestPac.net's integrated web site features will enhance communication with our customers."

## Working with Marathon

"I would match Marathon's service against any service anywhere. The employees are bright, helpful and customer service comes naturally for them. WOW!" exclaims Cooper. ●