



CASE STUDY: EcoChoice Termite & Pest Control

How Growing Pest Control Companies Successfully Compete with Larger Businesses



ABOUT ECOCHOICE:

Serves: Manchester, CT and surrounding areas

Founded: 2010 by Emilio Polce

Breakdown: 60% Residential / 40% Commercial

Services: Termite, Pest Control, Bed Bug Work, Mechanical Exclusion, Insulation Removal

Emilio Polce is the owner of EcoChoice Termite & Pest Control.

He spent 10 years working for two of the world's largest pest control companies, and in 2010 decided to start his own pest control business.

Emilio employs 4 technicians and 1 sales person. He works out of his home to avoid the traditional "brick and mortar" style of running a business. This allows him to retain more money to give back to the community. EcoChoice Termite & Pest Control sponsors multiple charities, athletic teams, schools and more.

Emilio has served on the board of directors of the Connecticut Pest Control Association and holds a number of certificates from highly respected institutions for pest management, termite control and food processing sanitation, among many other certifications and licenses.

EcoChoice Termite & Pest Control uses the latest eco-friendly techniques that the industry offers.

Solving Initial Challenges

When Emilio started his business in 2010, he was using a simple database program. A year later, when business started to pick up, he realized he needed a solution that was more robust and report-driven.

In 2011, Emilio implemented PestPac into his business.

Emilio's experience working for one of the most well-known franchises in the country enabled his strict criteria when beginning his search for a pest control software solution. So, why did Emilio decide to choose PestPac over other competitors?

"Metrics and mobility. These smaller companies cannot quite grow as you grow, and PestPac is the leader. Other software solutions may have neat looking reports and some flexibility, but will they be around 10 years from now? I didn't want to get to 5-6,000 customers and have to switch programs."

"I wouldn't have been able to have that expansion if I didn't have the flexibility of PestPac giving me the ability to monitor my business."

— Emilio Polce

EcoChoice Termite & Pest Control Increases Revenue Using PestPac

EcoChoice started with zero customers and zero dollars. Since then, EcoChoice has seen the following growth:



All of the Scheduling, Reporting and Mobile Operations You Could Ever Need

Emilio knew what larger companies in the pest control space used to effectively run their business, and he wanted a software solution that had all the same features they have access to.

One of the most important elements that he needed was the ability to have access to a comprehensive progress report. He wanted to know exactly where EcoChoice stood each month, more specifically how many services were completed and how many he had left.

EcoChoice serves both commercial and residential locations (60% residential, 40% commercial). For his commercial customers, which include food handling distributors, PestPac's in-depth reporting is essential. Emilio is able to provide his customers with the reports needed for 3rd party auditors to review.

"We can more easily track the history and activity of the facility."

Additional reports, like scheduled to actual services, were also imperative to running his business efficiently. The reports within PestPac allow him to see if his technicians are providing service to their customers at the time they promised. The result? Better customer service and peace of mind knowing that revenue is being generated the way it should be.

"With PestPac, you can have the same reports as the "big guy." The reports I now have access to are the same reports that drive the larger companies."

– Emilio Polce

As part of their termite services, EcoChoice installs and monitors Sentricon bait systems. PestPac is one of the very few software providers partnered with Dow Agrosciences to provide the tools needed to effectively inspect Sentricon bait stations and track activity.

Enabling an Efficient Mobile Workforce

PestPac offers a number of solutions to help manage and communicate with technicians while they're on the road and in the field performing services.

Emilio has been using PestPac GPS for a little over a year now. This tool enables him to better track his technicians and determine which customers have already been serviced, and which customers they'll be servicing next.

In addition to GPS, the technicians at EcoChoice utilize Marathon Mobile – PestPac's intuitive smartphone application, compatible with iOS and Android devices.

In addition to the application being easy to learn and use for technicians, Emilio and his team are able to:

- Provide better customer service with accurate account information available on their smartphone
- Have access to forms in real-time
- Immediately send inspection reports to customers once their service is complete

Plus, Marathon Mobile syncs in real-time with PestPac, eliminating the need for double information entry.

"With Marathon Mobile, I know where we are every day so we can see if we're on time. It allows me to schedule business quicker. It's the future."

Growth and What's Coming Next

Emilio has seen EcoChoice grow significantly in the last 5 years. Now, he has 1400+ customers, and continues to add to this list daily.

"I wouldn't have been able to have that expansion if I didn't have the flexibility of PestPac giving me the ability to monitor my business."

EcoChoice now has much better control over customer response times. Additionally, they are able to utilize tools within PestPac to keep their labor and material costs in line, resulting in additional growth in profits.

When looking into the future of his business growing with PestPac, Emilio says the sky is the limit. EcoChoice will continue to become a significant player in the pest control industry and successfully compete against larger companies.

"This software is never going to hinder our growth – it gives us the ability to make the right decisions to grow our business."

Emilio is currently implementing additional features into his PestPac arsenal of tools, including RouteOp, CallAhead and automatic credit card processing to enhance customer experience.

They are projecting the same growth in 2015 that they experienced last year. Stay tuned for a follow up report of EcoChoice Termite & Pest Control's growth – you're not going to want to miss it!