CASE STUDY:
Dayton's Pest Control Services, Inc.

Services Provided:
General Pest Control, Termite, Bed Bug, Radon Testing and Mitigation

Founded: 1985

Areas Served:
Knoxville, Maryville, Oak Ridge, and Nearby Areas in Tennessee

WorkWave® Solutions Highlighted in this Case Study:
PestPac®, Reviews, Website Design, Search Engine Marketing (SEM), Live Chat

Results:
20% increase in leads year-over-year. Over 1,000 5-star reviews in first year.

Award-Winning Pest Company Accelerates Growth with WorkWave Marketing Solutions

When Dayton Hylton started Dayton's Pest Control in 1985 from the basement of his parents’ home, there is no way he could have predicted the successful, fast-growing business it would become. Dayton had already experienced success in his education. He attended the University of Tennessee and received his Bachelor’s Degree in Animal Science in 1977 and a Master’s Degree in Entomology a few years later.

FUN FACT:
Dayton received the Varsity Tennis Lettermen Award in 1977, the first of many awards that would highlight his achievements in life and business.
Paving the Path to Success with Better Technology

In 2003, Dayton was on a personal and professional high. In January, he married his wife and future business partner, Sheila. Business was great and the team had grown to eight full-time technicians. Dayton knew that to scale the business, and to enjoy life as newlyweds, they needed to eliminate as many manual processes as possible. Later that year they made the switch from a Windows-based version of PestPac to PestPac’s cloud-based solution, making it possible to access their data from anywhere, reduce paper usage, service and bill customers more efficiently, and grow into the business they are today.

Building Growth through Synergistic Marketing Solutions

A New Website and SEM

When Dayton started looking for a new company to host his website in 2013, he wanted to work with a provider he could trust who was familiar with the pest control industry. WorkWave (then Marathon Data Systems) offered marketing solutions to their clients and turned out to be a perfect match; a partner Dayton already trusted with knowledge and experience in his field. After launching the new website, Dayton saw a steady increase in online leads from both paid and organic search. He was impressed with the level of service and insight he received from WorkWave.

“We get a monthly report from the team which is really great. I always know how we are performing compared to the previous month and the same time the previous year.”

Reviews

A couple of years later, Dayton learned about a new offering from WorkWave: Reviews. The timing was perfect; the company was looking for a replacement to the manual system they’d been using to gather feedback from customers. Before automating the process with Reviews, after each service, the technician would leave behind a postage-paid postcard for the customer to provide feedback along with a Net Promoter Score (NPS), an index that measures the willingness of customers to recommend a company’s products or services to others. The postcards were costly and inputting or sharing any of the information was a totally manual process.

After purchasing Reviews in early 2016, Dayton’s immediately started receiving a steady flow of positive online reviews. They were saving money and time over their postcard method, and since the reviews were posted to their website automatically, prospective customers and others were able to see the great things customers had to say. Dayton especially liked that the Reviews widget “tagged” commonly-used words from comments, such as “Professional”, “Knowledgeable” and “Courteous”. As reviews were collected, the office staff were able to provide a more customized experience when customers called in, since the most recent review and NPS score displays on each account in PestPac.

“We love the Reviews product. It was so easy to get started and everything is automated, so you don’t even have to think about it. Each time we receive a new review I can easily thank the customer and share the feedback with our technicians. We got over 1,000 5-star reviews in the first year.” -Dayton Hylton, Owner

Conclusion

Today, Dayton’s Pest Control has more than 36 employees. Sales revenue has increased over 5x since 2013 and continues to grow. Dayton and Sheila still run day-to-day business operations. They do not employ any managers, so each member of their staff reports directly to either Dayton or Sheila. With PestPac, they are able to focus on mentoring and developing their team while maintaining insight into what is happening in the office and in the field.
Even as the awards and accolades continue to come in, Dayton says he is most proud of the company’s strong community ties. He attributes the success of Dayton’s Pest Control to a focus on expertly-trained staff, and consistent investment in marketing and technology solutions.

“Our business is growing very quickly; revenue has increased 15% in the past year. I attribute much of this to the website, SEM and Reviews solutions from WorkWave.”

- Dayton Hylton, Owner

**Results:**

- **20% increase YoY in leads** from March-May 2016 vs. March-May 2017 from combined WorkWave Solutions
- **An additional 169 leads from Live Chat** during this same period (March-May 2017)
- **45% decrease in the cost per paid lead** (cost per conversion) during this same time period (March-May 2017)
- **Over 1,000 reviews** received in just over one year with a 5-star rating

**Dayton’s Award-Winning Service**

- Angie’s List Super Service Award 2008-2016
- Knoxville News Sentinel Best Pest Control Company 2014-2016
- BedBug Central bedbugFREE Company of the Year 2016
- Distinguished Alumni Award (Dayton Hylton), Entomology and Plant Pathology, University of Tennessee 2016
- Alumni Award of Merit (Dayton Hylton), The Honor Society of Agriculture Gamma Sigma Delta 2016

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**Some of WorkWave’s Award-Winning Solutions**

- **PestPac**
  - End-to-end pest control software that combines marketing, sales, office management, field operations and customer experience, all with one login.

- **Reviews**
  - Automated review collection and publishing to increase 5-star online reviews and website conversion. All review information displays automatically on customer accounts in PestPac.

- **Website Design**
  - Professionally designed, lead-generating websites from experts in your industry. Website leads are automatically input into PestPac.

- **Live Chat**
  - Live Chat service on your website to capture additional leads, particularly after business hours. You only pay for qualified leads.

- **Search Engine Marketing**
  - Custom search campaigns based on your service area and business goals, managed by pest control marketing experts.