



## CASE STUDY: Cowleys Pest Services



**Services Provided:** Residential, Commercial, Termites, Bed Bugs, Wildlife

**Founded:** 1991

**Areas Served:** Central New Jersey - Mercer, Ocean, Monmouth, Middlesex County

### Why PestPac RouteOp?

"It was very easy to get up and running with RouteOp. It didn't take long to learn the system at all!" - Jill Esposito, Production Manager

**Increase in Average Residential Jobs per Day:** +10-15

## Cowleys Provides Exceptional Service to More Customers, with the Help of PestPac RouteOp

For more than 20 years, Cowleys Pest Services, a family-owned and operated pest control business, has served residential, commercial and industrial customers throughout New Jersey. Since starting the company, owners Drew and Bill Cowley have grown their business to have more than 20 full-time employees, servicing more than 5,000 customers.

### The Challenge

As the business continued to grow, planning the following month's routes became very time consuming and cumbersome.

“We were spending essentially the entire month planning routes for the next month.”

## The Solution

**PestPac RouteOp.** Cowleys learned about RouteOp through a PestPac marketing communication and knew it was worth a try. Once they signed up, they were able to get up and running quickly and immediately saw results. With RouteOp they found they could fit more jobs in and the technicians were no longer going into overtime or working extra days. They were still able to honor customer requests and provide the level of service their customers were accustomed to. It was also saving them a tremendous amount of time in the office. They went from printing out route sheets and using a map to manually group jobs together, to a completely automated process with PestPac's multi-day planner. The process went from a few weeks worth of work to approximately one business day.



## The Result

*"Since using RouteOp, we've been able to increase from 10-12 appointments per tech, per day for our residential seasonal customers to approximately 20-25 appointments per tech, per day for those customers. On average, our techs now spend anywhere between 30 minutes to 1 hour of drive time per tech, per day, much less than they were spending before."*  
- Jill Esposito, Production Manager

“We are saving so much time in the office planning jobs for the month. With RouteOp the process has gone from very stressful to very easy.”

### Benefits of PestPac RouteOp:



Save hours and eliminate stressful, manual tasks



Increase revenue and profitability with your existing resources



Satisfy customers with on-time arrivals while honoring special requests



Satisfy employees with efficient, more manageable schedules

