

CASE STUDY:

slingshot
by WORKWAVE

ANYTIME
PEST ELIMINATION



About Anytime Pest Elimination

Services Provided: Anytime Pest Elimination provides full pest control services as well as professional-grade products for safe and effective do-it-yourself pest control.

Founded: 2012

Areas Served: Houston, Texas

WorkWave Products: Slingshot & PestPac

Anytime Pest Elimination has been helping customers rid their properties of pests since 2012. They have a long-standing reputation for eliminating and resolving stubborn infestations quickly and efficiently and are committed to finding solutions that fit their customers' budgets. Anytime Pest Elimination also offers safe and effective pest control products and assistance to the general public so that anyone can perform pest control on their property without the cost of a home service provider.



"I know I can trust Slingshot
to close the sale."

Greg Schoch, President, Anytime Pest Elimination

The Challenge

Before working with WorkWave, Anytime Pest Elimination was burdened with the challenge of managing their business manually, by hand, with loads of paperwork. From sales to office work and everything in between, the business was not running smoothly and efficiently. Stuck in business survival mode, it was difficult to keep track of customers, sales, technician schedules and more. What's worse is that this lack of organization also trickled down to the customers.

Schoch stressed the importance of the company's name, Anytime Pest Elimination — with an emphasis on the word **"Anytime"**. He knew it was crucial to be available for customers around the clock because that's what would differentiate Anytime Pest Elimination from the competition. However, without the proper support, this 24/7 promise wasn't easy to keep up with. As the president of the company, Schoch was working overtime every day, losing out on sleep, family time, important moments and more; he decided enough was enough.

With a non-existent work-life balance, paperwork piling up and customer demands on the rise, he knew it was time for a smarter, automated and digitized solution. He also knew that he needed to create an environment where he could step away and still trust that his sales team could close sales and take care of customers 24/7.

To add to the stress, the cost of an answering service seemed insurmountable. But was it worth the cost of losing sleep, time and energy? Would it help Anytime Pest Elimination save time, money and even help them grow in revenue? Let's find out.

The Solution

When Anytime Pest Elimination implemented PestPac, operations began running smoothly and efficiently in just a few days. Keeping track of customers, schedules, invoices and more became stress-free and more automated for both office staff and field technicians. Adding PestPac was a tremendous growth milestone in the business. However, Schoch still felt like he was burning the candle at both ends. After researching possible solutions, he knew Slingshot was the answer.

With only five staff members in the office at the time, Schoch brought in Slingshot to help cover overflow calls, text messages and online inquiries from various sales channels during and after business hours. Anytime Pest Elimination was also involved in the beta testing for Slingshot's website chatbot, which they continue to use today.

Before implementing Slingshot, the business was 70% focused on serving commercial properties. Now, they've been able to expand more into residential properties, which is generally more profitable.



The Solution, Continued

Schoch told us that Slingshot's call scripts have helped increase their conversion rates exponentially. He even uses them to coach his in-house office staff. And not only are they closing more deals than ever before, but they can confidently and consistently address customer in the best way possible.

Slingshot enables Anytime Pest Elimination to capture more credit cards and set up more autopay customers.

Before, only 30-40% of customers were enrolled in autopay, and now their monthly cash flow has increased by 60-70% due to the increase in autopay customers.

Anytime Pest Elimination has also changed and expanded their marketing strategy thanks to their newfound ability to accommodate higher call volumes with Slingshot. With more online exposure on marketing channels like Home Advisor, Facebook, Google, Google Guaranteed, Local Services, among others, their results say it all. Slingshot agents are closing 80-90% of the time via these channels, not to mention making it easy for the office staff to keep track of any unresolved inquiries. The office staff can now easily check on unresolved sales calls and then request a credit from that marketing channel, saving the company tons of money.

Aside from growing the business in numbers, Slingshot has brought Schoch and his staff tremendous peace of mind and a healthy work-life balance — two unquantifiable, yet crucial, benefits.

As a hands-on business owner who cares deeply about his company, it was extremely difficult for Schoch to ease his grip on the reins. But once he was able to overcome this fear just a bit, he not only began to see major growth in the company but experienced a major shift in his work-life balance. He was finally able to devote more time to his family and take better care of himself.



The Solution, Continued

Even with his initial resistance due to costs, Schoch feels that getting Slingshot is a no-brainer and worth every penny, simply for the benefit of living a great work-life balance.

Back when he was searching for a solution, he met with a Slingshot representative who made a huge impression on him because he showed that he truly cared about the success of Anytime Pest Elimination. He appreciated the personal touch and customer care and has continued to experience this from his Slingshot representatives to this day.

Schoch has high hopes for Anytime Pest Elimination, aiming to join the top 100 pest companies in the near future. With the help of Slingshot, he is confident that they'll reach this goal.

"In terms of the sales and customer management, Slingshot is top-notch. My ROI and conversion rates are super high. We have literally not missed one telephone call because of Slingshot."



The Results



Closes sales 80-90% of the time from several marketing channels



Gone from 30-40% of customers on autopay to 60-70% of customers on autopay



Never misses a single sales call or chat inquiry



Healthier, more desirable work-life balance

Send an email to sales@getslingshot.com or give us a call at (800) 514-7360 to learn more!