

Field Services

Pest Control



Exterminating company boosts revenue by \$50,000 with TeleNav Track.



BENEFITS OF TELENNAV

• Increased revenue

Improved efficiency has allowed National Exterminating to increase production and boost revenue by \$50,000 in the first six months.

• Accurate estimating

TeleNav Track shows the company exactly how long jobs take, so they are able to accurately estimate jobs, which brings in more customers and more revenue.

• Improved dispatching

National Exterminating is able to easily locate trucks and estimate job times to quickly and accurately dispatch them. Response time has been reduced from days to hours.

• Reduced costs

The company can now reduce fuel costs, vehicle wear and tear, insurance premiums and more. Payroll and costs of goods sold are down 5% compared to a year ago.

CHALLENGE

Ensuring the profitability of its vehicles is a challenge for National Exterminating. The company needs to ensure that each truck is bringing in enough business to cover labor, fuel, maintenance and insurance costs.

Previously, they had very little insight into vehicle usage but knew that trucks were not being used efficiently. Drivers were crisscrossing routes and not responding to customer calls quickly. The company had no hard data to track employee accountability. Plus, job estimates were based on imprecise guesses of how long they took.

SOLUTION

With TeleNav Track, National Exterminating knows exactly how long jobs take and can schedule appointment times more precisely. It has freed up time for drivers who can now serve more customers, which brings in more revenue. This efficiency and resulting production increase translated to \$50,000 in the first six months.

By managing fuel, labor, maintenance and insurance costs while efficiently scheduling vehicles, TeleNav Track directly improves the company's bottom line. Payroll and costs of goods sold are 5% lower than they were a year ago. "Despite the rise in fuel costs, we are able to keep our costs down for the customer because we can do more with the same vehicles," said Ralph Morse, General Manager of National Exterminating Company.

Also, the company finds peace of mind with TeleNav Track. "When you have 40 vehicles on the road and are able to see where they all are, a huge weight is lifted," said Morse. "It was very refreshing to find out that 99% of our employees were doing exactly as they said they were."

What's more, the company is able to accurately estimate jobs based on hard data from TeleNav Track. "We get more business by being able to accurately bid on jobs," said Morse. "And because of our precise bidding, TeleNav Track paid for itself in just 30 days."

The company's employees readily accepted the new system. Not only does it make their jobs easier, but it also improves safety. If a driver has an emergency, the company knows exactly where they are. "They feel safer and morale has improved as a result," said Morse.

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- Ralph Morse, General Manager

RESULTS

With such a large majority of its assets on the road, National Exterminating Company was in prime position to derive huge benefits from TeleNav Track. The system maximizes every minute vehicles spend on the road and boosts the company's bottom line. "My expectations have been far surpassed," said Morse.

How can we help your business?

For more information contact us.

www.telenavtrack.com
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SITUATION

One of the largest exterminating companies in the U.S., National Exterminating Company has been providing pest control services throughout Virginia and North Carolina for 32 years. With 40 vehicles serving such a large area, the company needed a system that would provide real-time GPS data.