

Victory Points: A BOON TO THE BOTTOM LINE

With *telematics*, PMPs get data to help them better manage their fleet, which ultimately delivers real benefits to the bottom line.



87%
Say it
Increases
Accountability



76%
Say it
Provides Proof
of Service



PMPs share how GPS tracking helps them manage their fleets.

Trust, But Verify

Billy Blasingame, Blasingame Pest Management, suspected his technician was falsifying work orders but had no way to prove it.

He installed GPS tracking in the service vehicle unbeknownst to the employee and the findings were startling. "Lo and behold, it was more blatant than I thought it was," he says of how the technician was filling out service reports from home.

The technology put an end to this before the behavior caused a big problem with clients. "It certainly holds people accountable," says Blasingame, who fired the technician.

GPS tracking clues PMPs into detours and after-hours vehicle use, which discourages employees from doing side jobs. Blasingame wished he had the technology installed when one of his trucks was stolen as he could have told police where to find it. "There would be a lot of satisfaction in that," he says.



33%
Say it
Enforces
Safety
Policies



41%
Say it
Creates
More Efficient
Routing

Greater Productivity Without the Hassle

When you know where each truck is in real time, you can route — and re-route for emergency and new customer calls — more effectively.

"We can pull up all the trucks and see who's in what area and that helps to figure out who can get there quickest and not go 40 miles out of their way to make something happen," says Michael Clark, BUGSolutions. It's useful when a technician needs help as you can send the nearest team member, he adds.

This is especially important for companies like Epcon Lane Pest Control, which promises technicians will be onsite within two hours to control bed bugs for hospital clients. "We can see where they're at and that makes it easier to dispatch," says Wyman.

Customer Assurance...and a Leg to Stand On

Sometimes customers claim a technician never showed up or was there for a very short period of time. GPS tracking can help prove otherwise.

"We can pull the records for where they've been and how long they were there. It gives us a little bit more of a leg to stand on," says Michael Clark, operations manager of BUGSolutions of Tennessee in Murfreesboro.

By validating the technician was at the property for the appropriate amount of time, the technology assures clients that they've hired a reputable company and aren't being cheated. "It's saved us a few customers," says Patrick Wyman, owner of Epcon Lane Pest Control in Akron, Ohio.



You Can't Improve What You Don't Know

"We track everything," says Joe Cantu of The Bugmaster. If a branch manager gets an alert that a technician is hard braking or speeding, he'll call the driver right then or hold a one-on-one meeting to reinforce the company's safe driving policies.

Data from GPS tracking is used to create monthly scorecards for employees, as well. "What we're looking for is habitual behavior;" someone who is always hard braking or always speeding, explains Cantu. Technicians who routinely fall below the threshold of acceptable driving behavior must re-attend The Bugmaster's safe driver training program. Employees who continue to generate alerts are put on probation or terminated.

Reminders and a Repository Make for Informed Decisions

Tracy Rice of Rice Pest Control relies on telematics data to manage vehicle maintenance. "We literally get notifications that say it's time for an oil change or it's time for an air filter," he says. As such, his team can plan ahead for scheduled maintenance.

His system documents all the work that's been done on a vehicle to date. Since the company owns its vehicles (instead of leasing them), this information helps Rice decide whether to make further investments in repairs or to buy new vehicles.

It's essential to have vehicles that perform well, but it's a challenge to manage all the fleet paperwork. Having it at your fingertips online makes maintaining the trucks much easier. "We still have to worry about them, but we don't have to worry about them as much," says Rice.

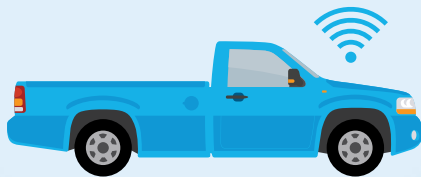


Better Routing + Curbing Bad Habits = Savings

For BUGSolutions of Tennessee, which has 15 service vehicles on the road, GPS tracking led to more efficient routing, which ultimately saved time behind the wheel and reduced fuel costs. "It definitely cuts down on wasted time driving, wasted gas," says Clark.

Epcon Lane Pest Control used data from telematics to curb excessive idling. Wyman found technicians were running vehicles with the air conditioning on to keep the cab cool while they performed pest control and bed bug work. This caused unnecessary fuel consumption and vehicle wear and tear.

"It helps save some money on those types of issues you may have with your technicians," points out Wyman.



15%
Say it Improves Vehicle Maintenance



32%
Say it Reduces Fuel/Labor Costs



ABOUT THE SURVEY

The PCT 2020 State of the Fleet Management Market survey was sponsored by GPS Insight and compiled by Readex Research, a privately held research firm based in Stillwater, Minn.

A sample of 4,471 owners, operators and executives of pest control businesses was systematically selected from the PCT database. Data was collected from 236 respondents – a 5 percent response rate – via online survey from May 14 to 26, 2020. The margin of error for percentages is plus or minus 6.3 percentage points at the 95 percent confidence level. Charts may not add up to 100 percent due to rounding.