



CUSTOMER SUCCESS STORY:



Canton
Termites & Pest Control

Case Study: Canton Termite & Pest Control

About Canton Termite & Pest Control

Services Provided: Pest, Bugs and Wildlife Control

Founded: Over 30 years ago

Areas Served: Canton, GA

WorkWave Products: Slingshot & PestPac

Cherokee County, GA's trusted "hometown pest service," Canton Termite & Pest Control, has been helping the local community rid their residential properties of pests, bugs, critters and unwanted wildlife for the past 30+ years. Their honest and dependable service has earned them a solid reputation in the community, and one they plan to maintain as they grow. Canton started using PestPac in 2017 and more recently has integrated with Slingshot to help streamline operations, increase profitability and service more customers.



"Everyone I've talked to at Slingshot has been so helpful. The support team is always able to help me with whatever I need."

Jennifer Baggett, Office Manager

The Challenge

Representatives from the Slingshot and PestPac teams met with Canton's President and Owner, Tim McWhirter Jr. and Office Manager, Jenniffer Baggett to hear about their experience using these WorkWave products, both individually and as a pair.

McWhirter explained that when he started the business, it was a one-man show. As the company grew, it became impossible for him to be everywhere at once. Hiring pest technicians and office staff meant that he needed an organized and efficient method for managing the business. "One of our biggest challenges was that we didn't have an efficient way to record customer notes and information from service appointments," McWhirter told us.

"Missed calls and voicemails coming in after hours and on weekends were getting out of hand – causing me to work late nights and early mornings," Jen told us. "Customers with last-minute cancellations or reschedules often call outside of business hours – let's say, at 7AM to cancel their 9AM slot. If Jen couldn't catch their call before getting to the office, there would often be discrepancies in technician schedules, wasted time, fuel and money."

McWhirter realized that Jen and the office staff needed more support at baseline. He looked into answering services but was only able to find companies to answer and deliver a message without actually handling customer concerns. He needed a solution that would help relieve the office staff and save time and money.

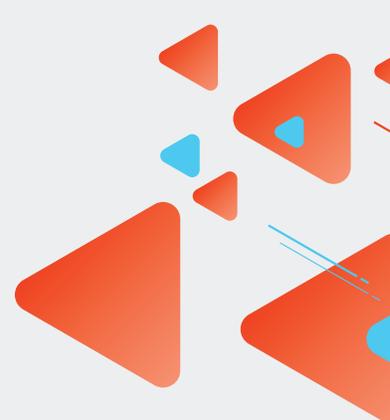
“Slingshot allows you to do more, with less. You can have fewer employees and all the benefits of a big company that would normally have dedicated people at every level, but you're able to do it on a shoestring budget **We can compete with the big companies effectively, and our customers can't even tell the difference.”**

Tim McWhirter, Owner & President

The Solution

As an innovator, McWhirter saw the various challenges preventing Canton from growing, as incredible opportunities. He needed to boost productivity, create happier and more engaged customers and grow the business to even greater heights – and the combination of PestPac and Slingshot was the solution.

While PestPac has helped the team stay connected and organized, Slingshot has **improved their overall productivity and customer experience**. PestPac has offloaded many of the tedious tasks involved in generating, sending and filing service contract forms. With **everything in one place**, including technicians' schedules, payments and customer notes, they can automate more with much **less room for human error**. Also, if a different technician from a previous appointment showed up at a customer's home, they're able to see a clear history of what the customer has been dealing with – no words can explain how much customers appreciate that.



The Solution, Continued

Slingshot agents can work directly within PestPac to add to customer details based on their conversations, submit payments and more, which has been extremely valuable. Canton needed an answering solution that could answer customer questions and concerns — not just take a message — and Slingshot does exactly this. Now, Jen can spend more of her time managing the office, and less time on lengthy phone calls.

“PestPac and Slingshot together enable us to be more connected to our customers and complete more jobs, with a better ability to look back at the notes in their file when we go for a service appointment. They always appreciate that we understand their full story, and they don’t have to explain it over and over—even if it’s another technician from the previous visit,” McWhirter told us.

Both Jen and Tim stressed the point that Slingshot helps the office staff do more with less. Jen told us, “It’s great to not wake up to a bunch of voicemails in the morning. It’s more convenient for customers as well. For example, if someone calls at 7AM to reschedule their 9AM appointment, Slingshot picks it up and changes the schedule so that the technician doesn’t show up at the customer’s house. Before Slingshot, it would have gone to voicemail and I may have missed it.”

Slingshot allows Canton to compete with larger companies because there is always someone available to answer questions and concerns or make a payment, around the clock. Customers value having a chance to reach someone friendly who cares about their situation and can answer questions on the spot — even if most of them don’t expect an answer after business hours.

McWhirter’s wife Robin handles the outbound collection calls for customers with severe debts. She leaves a lot of voicemails because these customers don’t usually answer right away. Having Slingshot makes it so much easier when the customer calls back to make a payment. The office staff spends less time on the phone with frustrated customers, which makes for a less stressful and happier work day.

If McWhirter decided to hire additional office staff instead of getting Slingshot, he would have had to deal with all the overhead that comes with hiring new employees (office space, benefits, salary, etc), and yet he still wouldn’t have that 24/7 coverage that Slingshot provides. Canton Termite and Pest Control is thrilled about how Slingshot has integrated with PestPac and their overall business.

McWhirter looks forward to adding even more capabilities, like scheduling inside appointments, which is something that Jen spends more than one-third of her time doing — including working nights and weekends so she can catch people at home. Adding more capabilities to Slingshot will enhance the team’s work-life balance and continue to make their lives easier and more productive in the office. What could be better than that?





The Results



Slingshot catches the **10-15%** of calls that usually go to voicemail after hours



No more showing up accidentally at service appointments because of missed calls



Spent **half of the cost** of hiring additional staff during the busy season

“Having Slingshot is like having another me **that gets work done when I am busy.**”

Jennifer Baggett, Office Manager

