



lead  ferno

SUCCESS STORY

BUG ZAPPER PEST CONTROL USES 2-WAY TEXTING TO EXTERMINATE POOR COMMUNICATION

HERE'S HOW LEADFERNO HELPED THEM INCREASE CUSTOMER RETENTION 100%, REPLY FASTER TO LEADS, AND GROW TO OVER 2,500 CUSTOMERS.



“We’ve learned it doesn’t matter how good the pest treatment and results are, if communication isn’t great, it’s a poor service in the eyes of a customer.”



Daniel Lander

Business Development Manager, Bug Zapper

CHALLENGE

DELIVERING A SERVICE EXPERIENCE WHERE COMMUNICATION EXCEEDS EXPECTATIONS

In a world where the smallest creatures can wreak the most havoc, Bug Zapper Pest Control emerges as a hero in the battle against these unrelenting invaders for homeowners and businesses.

Their secret weapon? An extraordinary fusion of exceptional service and impeccable SMS communication to serve over 20 Oregon communities.

This isn't a story about eradicating pests; it's a tale of trust built through timely responses, empathetic interactions, a unified team, and the relentless pursuit of customer experience.

Daniel Lander, Business Development Manager at Bug Zapper Pest Control, identified SMS as a key communication channel they needed to offer.



"In today's world, it's absolutely essential for our business to have texting as an option. If you're not allowing potential customers to reach out through text, you're losing sales." says Daniel.

Not only does 2-way texting allow Bug Zapper to answer questions from prospects quickly, it really shines for them in the overall customer experience.



"When we started allowing our customers to text us we saw an immediate increase in customer satisfaction, and decrease in customer cancellations. For us, texting is now a non-negotiable." Daniel shared.



Locally owned and operated, Bug Zapper's teams are staged to defend towns and cities throughout Oregon from unwanted pests for over a decade.



HIGHLIGHTS

CHALLENGES

- Add 2-way SMS
- Able to deploy across the whole team - sales, field techs and office staff
- Grow the business

SOLUTIONS

- Web-to-text widget for website conversions
- Shared messaging Inbox
- Library of saved message templates for faster replies

RESULTS

- 100% increase in YOY customer retention
- Growth to 2,500 customers
- 65.3% of leads responded to in under 30 minutes

SOLUTION

AN EMPOWERED TEAM AND A BETTER CONNECTION WITH CUSTOMERS

Before finding Leadferno, Bug Zapper had tried other chat and messaging tools to provide a real-time communication channel for their prospects and customers. Then Daniel and his brother, Bug Zapper President Jacob Lander, found Leadferno.



“The problems we were looking to solve are complicated and no tool is perfect. However, Leadferno has been a great solution, the best we’ve seen on the market for our situation.” says Daniel.

Daniel loved that Leadferno was easy to set-up, intuitive, and simple to get their whole team up and running with it.

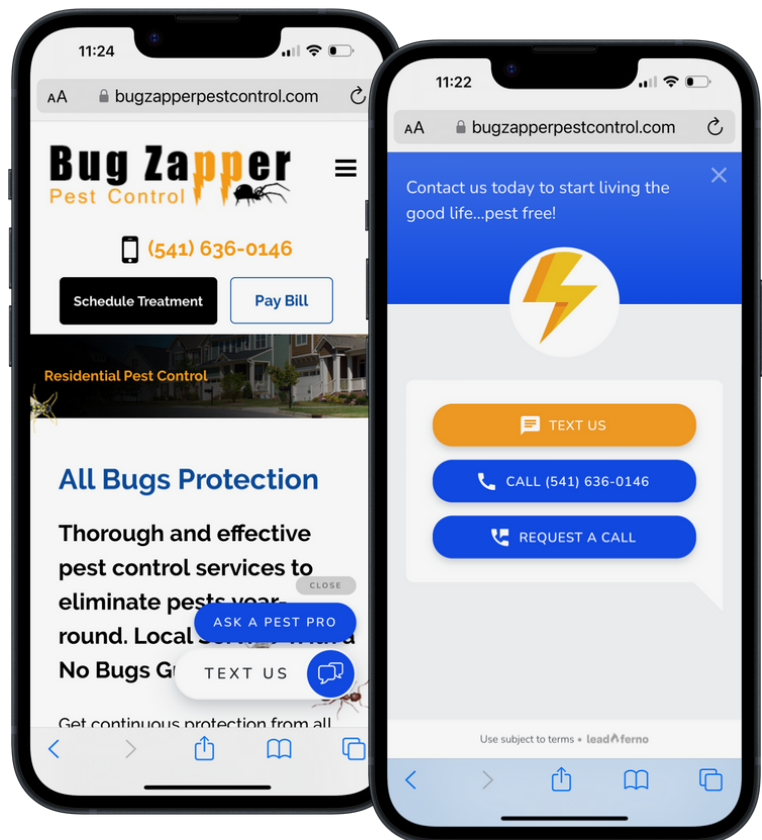


“Onboarding was simple and quick. Leadferno walked us through the process and we were up and going in just a few days.”

Leadferno’s Leadbox, a web-to-text widget, allows website visitors to start a text conversation with Bug Zapper from any device, on any page of their website.

It also allows consumers to choose their contact channel with SMS, click-to-call, and the ability to request a call back as the options Bug Zapper offers.

This centralized menu of desired contact options increases conversions.



Bug Zapper sought a solution that could spread across their entire business. With 25 total team members, they not only wanted their customers to win with efficiency in communication using SMS, but their entire team too.

“What we experienced before Leadferno is customers wanted to text their technician directly.



Technicians also wanted the ability to text customers directly, but wanted to focus on quality pest treatments and driving safely, not being on their phone all day. The sales team wanted to get incoming text leads and respond immediately. The customer service office staff wanted to have a pulse on what was taking place in the field.”

Lots of different needs, but all centered on consistent, transparent, and timely communication.

“As a company, we wanted to increase the perceived value of our service through effective communication and information.



We also wanted to create more of a team environment where customers worked with and were loyal to our team and company, not just an individual, and internal field and office members had more transparency in their communication, resulting in a group effort feel instead of a field vs office vibe. Those were the problems we were looking to solve.” Daniel says.

Leadferno gives Bug Zapper the features they need to tier communication, yet have the whole team aligned on what’s happening.

“When a customer or potential customer texts us, everyone can see the message. The office team acts as the quarterback in conversations.



They’ll respond to most messages. They’ll reach out to the technician via our internal communication if the technician needs to jump on and respond to a question or see something that was texted in.” Daniel says.

With features built to scale conversations, Leadferno offers business grade text messaging tools that save time and deliver consistency. When asked, Daniel shared that **Shortcuts**, a template library you can build of replies, messages, answers, questions or links, is his favorite feature.



“We love the Shortcuts feature. Our pre-arrival and exit summary communication is on a whole different level now. It allows the team to send messages quicker, using them as a starting message that can be customized. That really translates to sending more, better, and consistent messages because it’s so simple...”



—
This example text message shows Bug Zapper’s fall service message. It’s sent with just a click/tap from their saved templates, called Shortcuts.



“For example, we can let our customer base know why a pest service in the Fall is so important, what happened at that particular service, and what our goal during the Winter service will be. The text creates value in that season’s treatment and gives them a reason to stay on with us.”

With robust texting, marketing, and reporting features in Leadferno, service and support matter for Bug Zapper too.



“The team has been awesome at taking care of any and all problems we’ve had. If we have a feature request, we feel we’ve been heard. Even if it doesn’t get built right away, it is considered and added if Leadferno feels it would benefit their customers. That’s a true partner.” says Daniel.



BUG ZAPPER RESULTS

A 100% INCREASE IN CUSTOMER RETENTION

"The customer experience has dramatically improved. We believe that Leadferno is one of the main factors in doubling our customer retention rate over the last year." Daniel says.



Using Leadferno for SMS and conversion has helped Bug Zapper Pest Control also achieve:

- Growth to over 2,500 customers
- Faster response to new text leads and customers, with 65.3% of texts replied to in under 30 minutes
- The team has efficiently managed over 70,000 text conversations
- Unified team communication and transparency between departments

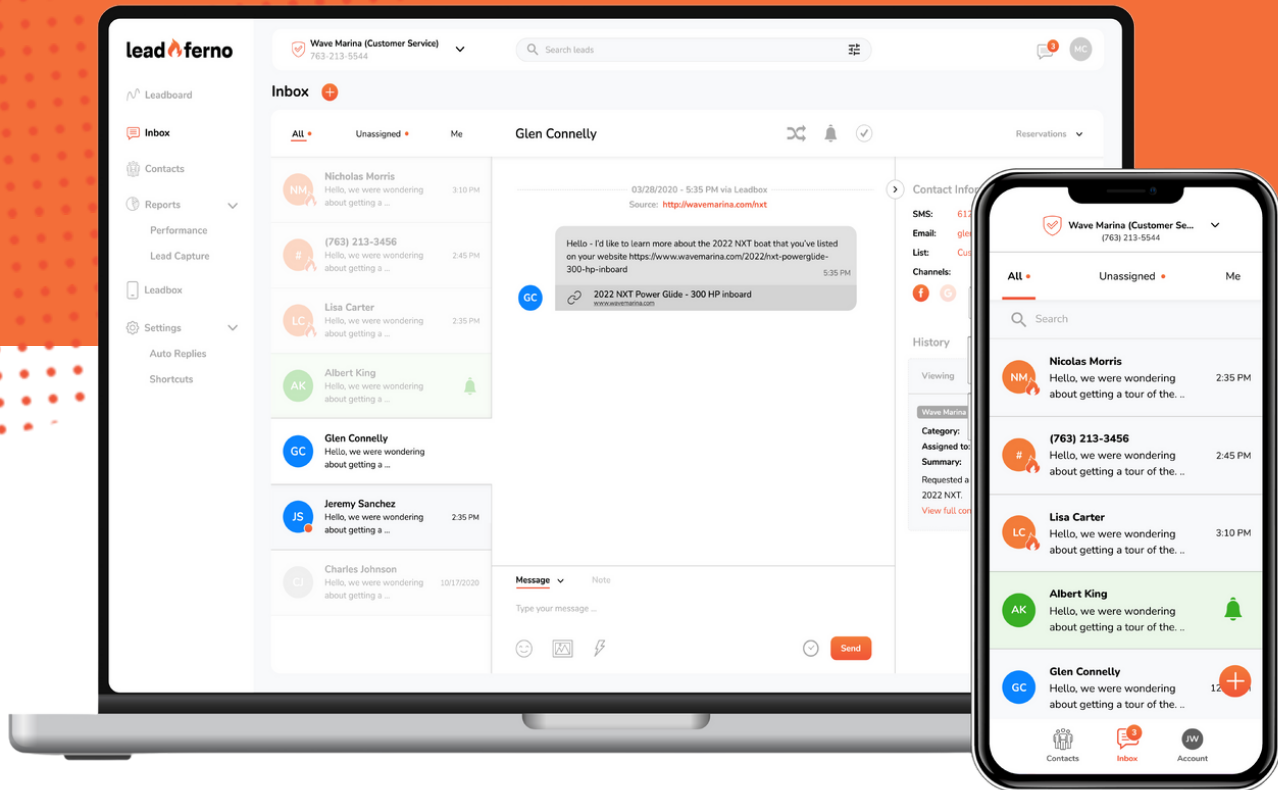
Leadferno helps power Bug Zapper's 2-way texting with the technology and the features to support their processes. Auto replies, Shortcuts, Scheduled Messages, Tags, Reminders, Transfers, Notes, and more all combine to allow powerful and efficient engagement, workflows, and reporting.

For Daniel Lander, Business Development Manager, and the team, it's unlocked a new level of customer experience and communication with big results.

"IF YOU'RE NOT ALLOWING POTENTIAL CUSTOMERS TO REACH OUT THROUGH TEXT, YOU'RE LOSING SALES."

leadferno

CLOSE MORE LEADS, FASTER



WIN RIGHT NOW

Leadferno is the **conversion platform** to boost your website leads and close more leads, faster.

Power your business communication with 2-way SMS and messaging tools to delight customers at speed.

- 2-way SMS
- Web-to-text widget
- Shared inbox
- Contacts
- Reporting
- Integrations & Zapier
- Web & mobile apps
- Landline, Toll-free & 10DLC numbers
- Scheduled messages
- Auto replies
- Saved reply Shortcuts
- Transfers
- Tags
- Notes
- Reminders
- Lead notifications
- Conversation history

 Direct integrations with Facebook Messenger, Google's Business Messages, & Google Analytics

14-day free trial & schedule a demo

leadferno.com