

# Listen360 helps Mosquito Joe create positive buzz



**F**ounded in 2010, Virginia Beach, Va.-based Mosquito Joe boasts more than 100 franchisees and 170 locations nationwide. “Head Joe” Kevin Wilson says that he and his team have been using the Listen360 Net Promoter (NPS)-based customer engagement platform for three years now, to great success. NPS is based on a simple query after a service has been performed (see box at the right for scale interpretation): “On a scale of 0 to 10, how likely are you to refer our company to friends or colleagues?” followed by a question asking customers to provide additional details.

“We made it part of our original system when we were still just one location. It’s part of the program for every new franchisee,”

Wilson reports that overall, Mosquito Joe franchisees receive consistently high NPS scores. However, there is always room for further improvement.

“We realize you can never please every customer, but we offer coaching in areas where a franchisee could markedly improve,” he continues.

For Mosquito Joe’s corporate team, Listen360 streamlines the quality control process and lets them compare apples to apples. They even incorporate it into part of their annual awards program for franchisees, recognizing the top performers among new as well as established franchises, as well as the “Most Improved” among newer offices.

“Gathering and analyzing “voice of the customer” data can be difficult to do, but Listen360 makes it easy,” Wilson says. “We’ve noticed among our ‘most improved’ two common threads: First, you need to

set proper expectations with clients from the beginning. Tell clients that they will notice an immediate reduction in mosquitoes, but not 100 percent, as that’s not possible to do. Second, among the strongest franchisees, there is always follow-up done by phone or email immediately after service. You make sure the customer is happy right away, and then let them know to expect a simple survey hitting their inbox. Tell them it will take less than 30 seconds and that if they cannot give us a 9 or a 10, we’d like them to let us know how to improve their experience.”



Kevin Wilson

Mosquito Joe sends Listen360 reports to its franchisees weekly with the 5 Happiest Customers (Promoters) from their particular location. “It’s an instant outbound calling list,” Wilson says. “Here is your opportunity to thank them for the score and to find out whether they know anyone who would like our service. Then offer them a \$25 referral credit toward their next service, and \$25 for the customer the referred.”

“The worst complaints are the ones you never hear about,” warns Mike Mitchell, marketing director for Listen360, “Years ago, an unhappy customer might tell 9-10 people, now they can tell thousands of their peers instantly, so it’s important to engage with an unhappy customer before they post a negative review online or tell others.”

Wilson agrees. “If you’re not being proactive in listening to and understanding the voice of the customer, you’re missing an opportunity — not just with them, but with the referrals they can potentially provide.”

While engaging with unhappy customers is essential, it is also of equal importance to encourage happy customers (promoters) to post positive online reviews and spread the word about their good experiences.

## The NPS Scale

- 9 or 10 are **Promoters** — highly likely to remain as your customer and recommend your business to others.
- 7 or 8 are **Passives** — satisfied, but not planning to go out of their way to recommend you.
- 0 through 6 are **Detractors** — dissatisfied customers who may spread the word to others.

The NPS itself is the result of subtracting the percentage of Detractors from the percentage of Promoters, on a scale of -100 to +100. A score of more than +50 is the baseline goal.

## ABOUT LISTEN360

Based in Alpharetta, Ga., Listen360 provides an NPS-based customer engagement platform to pest management professionals (PMPs) and other industries. With Listen360’s powerful customer engagement platform, it’s easy to listen and learn from your customers. When you know what matters most to them, you make smarter business decisions and build the kind of personal relationships that result in loyalty, organic growth, and sustainable profit.

To learn more, visit [www.listen360.com](http://www.listen360.com).

