

# Continuing a Heritage of Building Long-term Customer Relationships



A LISTEN360 CUSTOMER STORY

# ROLLINS



## THE CHALLENGE

Cori Skinner, Marketing Operations Manager for Orkin, explains that Rollins wanted to find an innovative way to survey its customers across all brands to obtain real-time data to help the company continuously improve customers' experiences.

"In our business, we basically have to do three things right: show up on time, control the bugs, and communicate with our customers," Skinner says with a smile. "But Rollins has a deeper commitment; we want to make sure that we're building long-term relationships with our customers based on quality service in every home and business we serve." Skinner adds that understanding how to better deliver on Rollins' brand promise was a top priority. "Our goal was to find an easy way to make that happen from the customer's perspective."

## THE SOLUTION

Rollins implemented Listen360 in both its residential and commercial business, and today it is in nearly all of Rollins' corporate-owned locations. "We wanted a system that could give us real-time customer information at the branch level," says Steve Leavitt, Assistant to the President of Orkin USA. "Listen360 is a game-changing tool that allows us to identify customer satisfaction details all the way to the route/technician level. It also lets us analyze specific data for follow-up by branch, region, or division."

Listen360's first step in measuring customer loyalty begins with just two questions: "How likely are you to recommend us to a friend?" followed by an open-ended question inviting customers to share more about how they feel. Listen360 organizes customers' feedback into three categories: "Promoters" are customers who would recommend their pest control company, "Passives" are neutral, and "Detractors" are those with negative feedback.

"With Listen360, our branches can quickly get to the heart of the matter," says Skinner. "If we had a feeling about why customers might be leaving us, we can see what customers are actually saying, validate that with real data, and take action to save the business at risk."



INDUSTRY

**Pest Control**

LOCATIONS

**700+**

Rollins, Inc., is a premier global consumer and commercial services company. Through its wholly owned subsidiaries, Orkin LLC.; HomeTeam Pest Defense; Orkin Canada; Western Pest Services; Critter Control, Inc.; The Industrial Fumigant Company; TruTech, LLC.; Rollins Australia; Waltham Services, LLC.; PermaTreat; and Crane Pest Control, Rollins provides essential pest control services to more than two million customers worldwide from more than 700 locations.



The ability to see the words and patterns that customers use is a Listen360 innovation known as Voice of the Customer (VOC) text analytics. This proprietary tool automatically scans clients' comments for keywords, organizes them into themes about likes, dislikes, and concerns, then displays the feedback on dashboards accessible at company-defined levels throughout the organization. VOC is the core of Listen360, enabling companies to quickly see details and opportunities in customers' feedback without sifting through mounds of data. It's another important differentiator to help companies retain customers, build loyalty, and grow business.

"I wake up every morning and immediately look at the results for our branches," says Jerry Gahloff, President of HomeTeam Pest Defense. "The feedback we get—both good and bad— keeps us humble about our service and always looking to improve the experience we provide to our customers. We learn exactly what our successes and failures are so we can build on our triumphs and improve on our shortcomings."

## THE RESULTS

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"I could tell you hundreds of stories about how Listen360 has supported customer satisfaction, service, and retention," says Skinner. "Our branches love, love, love this tool! It gives them the opportunity to get extremely granular across the business."

Tom Walters, President of Western Pest Services, adds, "Listen360 helps us truly understand how the customer views our service quality. The daily email recaps allow us to respond to concerns quickly and improve customers' perceptions that historically may have led to a cancellation."

"It's no secret that most customers contact a company only when they're in need of assistance. So it was a bonus when Rollins began receiving customer feedback with glowing recommendations," says Skinner. "It has been a fantastic morale-booster."

Walters agrees. "The ability to drill down to the technician level provides us with a great opportunity to recognize the outstanding service our technicians are delivering. I can't say enough good things about Listen360."

Leavitt says that using Listen360 is one of the keys to Rollins' continued leadership in the industry. "We've been meeting customer expectations for over a century! But if there are any areas where we can improve, now we can follow up fast and make a positive impact on customer retention."

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**JERRY GAHLOFF, PRESIDENT,  
HOMETEAM PEST DEFENSE**



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