

Pest Control Customer Loyalty

How to Keep Them, How to Wow Them

In the ultra-competitive Pest Control industry, knowing how to keep customers so happy they not only return but also tell their friends and family is the key to loyalty and long-term success. With a statistically valid sample culled from over 170,000 responses, Listen360 has the details on how your organization can achieve this success. Used by over 20,000 businesses that receive millions of customer insights yearly, Listen360 is the leading customer engagement software platform in the industry.

Why should you care about customer loyalty?

9x It typically costs nine times more to acquire new customers than to retain your existing ones.

25–95%

Increasing customer retention by as little as 5% can result in as much as a 95% increase in profits.

Listen360 wanted to get the inside scoop on what makes your customers return to you. Here's how they did it:

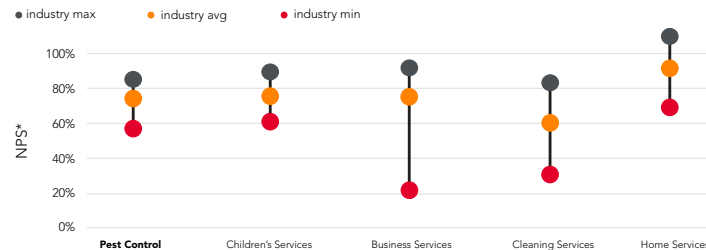
who

Survey responses from individuals who had received pest control services

how

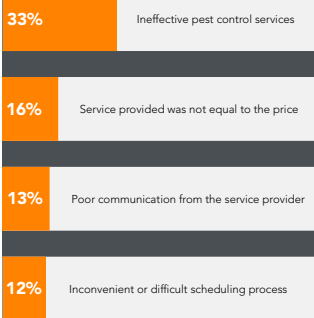
Two questions, based on the Net Promoter System (NPS)® measure of customer loyalty, were asked: how likely are you to recommend us to a friend or colleague and why?

How does your NPS® compare across the board?



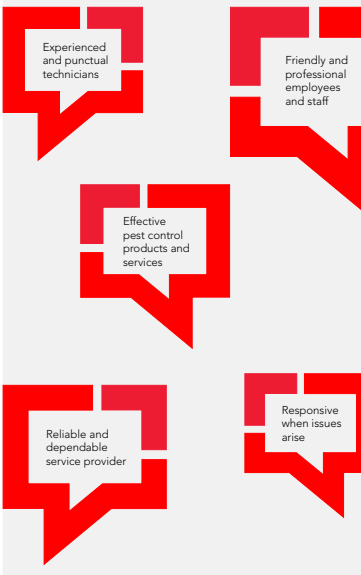
*NPS is based on a scale that ranges from -100% to 100%.

What are the top 4 barriers preventing your customers from being loyal to your services?



Tip From The Pros: Make sure you are requesting regular customer feedback to ensure you are addressing any service issues customers may have experienced. This truly is the key to guaranteeing you create the greatest possible customer loyalty amongst your competitors. Learn more about guaranteeing this loyalty at Listen360.com. If you're interested in reading the full pest control report, please click on the link below. In it you will find an in-depth study of the findings we have shared here with you.

How can you delight your customers and ensure their loyalty? Here are customers' top 5 reasons for remaining loyal to their provider:



[DOWNLOAD THE FULL REPORT](#)

About Listen360

Listen360 is a powerful, NPS-based customer engagement platform for companies that understand customer feedback is key to creating loyalty, making smart decisions and growing their business. The Listen360 platform enables businesses to engage customers, take necessary action to improve deficiencies, and transform delighted customers into brand advocates via social media. Easy to implement and use at every location and level within an organization, the Listen360 platform has identified more than \$8.7 billion in at-risk business for the more than 20,000 customers we serve globally. We help businesses around the world build better customer relationships. Learn more at listen360.com.