



Superior Customer Relationships

How Rollins Wins with Feedback



Rollins - Orkin Case Study

Rollins, Inc. might not ring a bell at first but you're probably familiar with at least one of its many subsidiaries. Through its wholly owned subsidiaries like Orkin, HomeTeam Pest Defense,, Western Pest Services, and Critter Control just to name a few, the Company offers a variety of essential pest control services. Rollins provides protection against termite damage, rodents, and insects to more than 2 million customers in the United States, Canada, Central America, South America, the Caribbean, the Middle East, Asia, the Mediterranean, Europe, Africa, Mexico, and Australia from more than 700 locations.

Cori Skinner, the Senior Learning and Development Manager for Orkin, explains that Rollins wanted to find an innovative way to survey its customers. The team needed a way to obtain real-time data across all brands 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." Rollins implemented Listen360 in both its residential and commercial business. 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, Division President of Rollins. "Listen360 is a game-changing tool that allows us to identify customer satisfaction details all the way to the route and 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?" and an open-ended request for 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."

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 key words, organizes them into themes about likes, dislikes and concerns, and then displays the feedback on dashboards accessible at company-defined levels throughout an 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."

"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. "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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You shouldn't have to choose between caring for your customers and growing your business. Listen360's software compiles customer feedback in real time and in one place, so you can address complaints quickly, keep existing customers happy, and win more referrals. With Listen360, you can build a brand that you and your customers will both be proud of.

