

Technology for PMPs evolves

Software service providers reveal their latest developments and forecast what's next

We spoke with eight industry suppliers to find out what software and cloud computing solutions currently are available and soon to be unveiled to pest management professionals (PMPs). Read on for their announcements and expectations for future innovations. We also want to know more about the technology you're using and plan to implement in the near future. Drop us a line at pmpeditor@northcoastmedia.net.



COALMARCH

Donnie Shelton

CEO

CoalMarch.com

CoalMarch offers PMPs the ability to hire, train and retain employees in a way that works for them, saving them time and money. With the new release of our software coming later this year, we're changing the way owners and managers gain insight into employee performance, even before they are hired. By knowing and understanding company goals from the very beginning, PMPs are able to easily turn the right candidates into great employees and leaders within their companies.

With a shift in attitude toward distracted driving, we already are seeing improvements in claims frequency and severity for the business auto line of coverage.

PREDICTIONS: The next five years will be an exciting time for PMPs. They will see many more integrations among the software they already rely on, and essentially this will result in more efficient, more automated, and more streamlined operations, sales, training and hiring abilities. We expect to see software companies evolving their products into platforms to provide PMPs with the ability to manage all aspects of their business from one place.



CLEARPATHGPS

Steve Wells

Founder and Chief Marketing Officer

ClearPathGPS.com

PMPs don't stay at their desks all day, so the new ClearPathGPS mobile apps available in the App Store and on Google Play provide owners and managers with reliable telematics data to run their businesses in the field. Managers can keep tabs on current vehicle location, breadcrumb trails, real-time vehicle behavior, geozone arrivals/departures, and virtual timecard reports for proof of service.

PREDICTIONS: Looking to the future, we are focused on enabling PMPs to spend more time tackling their core businesses and generating reliable business insights that increase profitability. We want them to spend less time consumed with tedious data entry, paperwork, locating equipment and other administrative tasks.

This means not just moving from manual to automated reporting, but also using open application programming interfaces (APIs) to stitch various back office systems together — for instance, telematics with accounts payable and accounts receivable (AP/AR) and field service management systems.



KEY 7 SOFTWARE

Bo Stewart

Chief Technology Officer

Key7Software.com

Key 7 Software provides software designed to help run and grow your pest control business. Features such as automated customer communication, mobile servicing tools and reporting insights allow your company to provide a better overall customer experience.

PREDICTIONS: As technology advances, consumers want to make service purchases instantly and then get back to their busy lives. From making the initial purchase, to scheduling and tracking the arrival of the technician — tomorrow's customers will be able to manage their pest services through technology.

To grow and compete in an automated world, your company also must be able to utilize the data from your software system. Tomorrow's software will be able to provide deeper insights into your business. Predicting a callback or the optimal time to cross-sell a service are just a couple of examples. With better access to your data and the expertise of your software provider, you will be able to analyze new customer targets and grow your business.

