

Reducing Payroll Costs with Real-Time Workforce Tracking: The Bug Doctor Story



Company Name:
Bug Doctor Termite & Pest Control
Location:
Paramus, NJ
Industry:
Pest Control
Fleet Size:
23
Customer Since:
2004

The Problem

Paramus, New Jersey-based Bug Doctor keeps Yankee Stadium, Macy's, the United Nations, the Federal Reserve, Rockefeller Center and the Plaza Hotel insect-free. Growing from one leased truck 15 years ago to a fleet of over 20 vehicles, today Bug Doctor operates a \$3 million business across 10 states.

As the company grew, it faced substantial challenges controlling payroll loss and restraining employees' reckless driving and personal vehicle use. Rising insurance rates and growing fuel costs complicated matters. The company also relied on an unaccountable self-reporting work hour system for its remote staff.

Bug Doctor founder and president Stuart Aust explained, "Every year we'd done a greater volume of pest control than the previous year and our labor costs were not in proportion to revenue. We made a profit, but it was less of a profit than the year before when we were doing less work."

Declining profits prompted Bug Doctor to begin a search for a solution that could:

- **Reduce overtime labor costs**
- **Deter inappropriate vehicle use and speeding**
- **Lower vehicle and employee liability insurance costs**
- **Boost reporting capabilities**
- **Improve project bidding practices**

The Solution

Bug Doctor determined that Navtrak GPS-based real-time vehicle tracking was the optimal solution to overcome the issues the company was facing. Aust cited the many functions of the Navtrak system as a primary reason for its selection. In January 2005, Bug Doctor implemented Navtrak on all the vehicles in its fleet. The features that influenced Bug Doctor's decision included:

- **Service location accuracy**
- **Vehicle speed monitoring**
- **Mileage reports**
- **Daily activity reports**
- **Billable time and payout validation**

The Results

After implementing the system, Bug Doctor immediately reduced its overtime payout by more than 50 percent, cutting overtime expenses from \$6000 to \$2400 in the first month of operation.

"I wish I had done this years before! We're still riding the wave of its real impact. By installing Navtrak, we've now trained everybody to put down the correct time and it has given us accountability that we've not had previously. With the overtime reduction alone, the Navtrak system is paying for itself," explained Aust.

“ Navtrak gives me the power to run my business more effectively, without payroll loss. I would not put a truck on the road without Navtrak on it! ”

Stuart Aust

Founder and President
Bug Doctor Termite & Pest Control



Driving Business Success

Success Story

Not only was misrepresented overtime reduced, Bug Doctor saw a marked reduction in fuel expenditures and vehicle repair and maintenance.

Navtrak also alerts Bug Doctor if vehicles are moved from the central office after-hours. Navtrak's reporting capability has enabled a tight integration and automation of sales and delivery processes. Navtrak provides Bug Doctor an accurate method of setting service prices by identifying accurate and specific labor figures for similar pest control jobs.

On the safety side, Bug Doctor uses Navtrak to monitor driver speeds, which alerts the central office when a vehicle travels over 70 miles per hour. Reckless speeding has gone down, minimizing traffic citations and lowering liability insurance costs.

Additionally, Aust says the Navtrak solution has given Bug Doctor a marked rise in stature among its competitors and for prospective clients. By presenting Navtrak's detailed reports, Bug Doctor can illustrate to potential customers how it can keep costs down and how its staff is highly accountable.

About Navtrak

Navtrak leverages GPS, mobile wireless networks and the Internet to deliver real-time vehicle tracking data to field delivery and services fleet management. Designed to empower businesses with remote worker knowledge, Navtrak increases employee efficiency, enhances customer service and improves the overall profitability of service organizations.

To learn more about the Navtrak solution, visit www.navtrak.net or call 800.787.2337.

Navtrak:

The Proven Remedy for Mobile Workforce Headaches

All organizations with mobile workforces contend with "headaches" that limit productivity and reduce profits. If any of the following pain points is an issue for your business, be sure to read the corresponding case study (available at www.navtrak.net) to learn how Navtrak provides the cure!

- Excessive overtime costs:
The Bug Doctor story
- Insufficient knowledge of vehicle location/activity:
The Sunshine Paving story
- Inaccurate dispatching:
The Current Mechanical story
- Security and liability concerns:
The J.H. Peterson story
- Inaccurate tracking of vehicles:
The Boucher Real Estate story
- Inefficient delivery practices:
The Somerset Food Service story

For more information on how Navtrak can "heal" your mobile workforce headaches, contact your local Navtrak salesperson today, or email us at sales@navtrak.net.

GPS-Based Management Tools for Businesses with Mobile Workforces

