

## Controlling Costs of a Large Pest Management Fleet:

The Watch All Story



### The Cost of **Success**

Just short of three decades ago, Steve Certa and a business partner founded a pest control company in the basement of Certa's house. Today, that company has become Watch All, a successful pest management company serving all of eastern Massachusetts (a 200-mile radius) with a fleet of 70 service vehicles.

Certa explains that as the owner of a large service-oriented business, the ability to keep abreast of what's going on in the field is essential if you want to keep costs from getting out of control. "Because our technicians take their vehicles home with them, I could go a long time without ever knowing what my trucks were doing. And once we started expanding, I quickly realized that I needed to know."

About ten years ago Certa tried using a passive GPS system, but not being able to collect data in real time soon proved to be crippling. "Getting the information is only half the battle – you have to be able to react to it," Certa says. "In this business, emergencies come up all the time. If you can't respond to them as they happen, you're not going to last."

Certa got in touch with Navtrak in 2002 and had the system installed on 35 vehicles. He immediately saw the value for his business of knowing the real-time status and location of every vehicle in the field. As Watch All

has grown, Navtrak has become an essential part of their day-to-day operation.

### The Impact of **Real-Time Information**

"As a co-owner of the business, I need to know the big picture," says the industry veteran. "And what I like about Navtrak is, I can just push a button on Monday morning, and I immediately know if there's been any irregular activity over the weekend. I like the simplicity of that."

"I don't use Navtrak every day, but my customer service reps do. And for them, just knowing exactly where a tech is and how close he is to a certain job or customer is huge. They can answer callers' questions on the spot, with real information – and that makes a big difference in how your business is perceived."

Certa also recognizes the benefits Navtrak affords to his drivers. Eastern Massachusetts is a highly congested area. It doesn't take much for one of our guys to get lost, and to have the ability to re-route them quickly with the GPS is a big deal for them." They also appreciate the liability protection the system provides: "People are constantly accusing our drivers of cutting them off, hitting their vehicles, and more," he says. "But with GPS we can easily identify the person involved, and find out exactly what happened. It gives us what we didn't have before – an accurate means of verification."

Certa also points out that Navtrak reports detailing the location and duration of stops each day helps them to make sure that customers are being billed accurately for services rendered.

### The **Bottom Line**

When asked to sum up the benefits of having Navtrak, Certa emphasizes the usefulness of the system as a way to control costs and provide better service for customers. "To me, it's primarily a cost-saving tool. For larger pest control companies, managing the costs of multiple trucks is a huge challenge. But with Navtrak, we're saving money on gas, overtime, liability... we've had it for six years and we're very happy with the system."

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**- Stephen Certa**  
President and Co-Founder  
Watch All, Inc.



## Driving Business **Success**