

Vehicle/Asset Visibility Reinforces Trust In Pest Control Market

Loyalty and trust are defining characteristics of the U.S. pest control market, a huge industry (over \$26 billion and growing) still largely controlled by private firms, many in their third or fourth generations of family ownership. McMahon Exterminating of Evansville, Indiana, exemplifies the success of the thousands of private, regional operators that continue to expand their reach through an intense focus on customer service.



Founded in 1971, McMahon has expanded from six to 30 employees under the leadership of company president Charlie McMahon, who assumed ownership from his father in 2010. The company's operating footprint has grown, as well, extending more than 50 miles north of Evansville to Vincennes, Indiana, and over 120 miles southeast to Louisville, Kentucky. Charlie McMahon attributes this growth to a vibrant market as well as advertising, customer referrals, and countless hours of labor. "I've worked very hard, man," he says.

Consumers and commercial businesses prefer private pest control firms due to past experiences and, above all, trust. And trust is why Charlie McMahon relies on the vehicle/asset telematics platform of ASCEND.

“**ASCEND gives us the real-time documentation we need to assure customers that our technicians were at their homes or businesses at a specific time. It has been very useful to us.**”

Charlie McMahon
President
McMahon Exterminating



Industry

Pest Control (Commercial & Residential)

Partner

McMahon Exterminating, Evansville, Indiana

Opportunities

Enhance customer satisfaction and loyalty; increase fleet productivity and safety; manage risk; and collaboratively manage employee activities.

Solution

ASCEND cloud-based vehicle/asset management solution, including real-time location tracking.

Results

- Increased customer and employee confidence
- Improved fleet productivity
- Identification of driving-related safety concerns
- Proactive control of insurance costs



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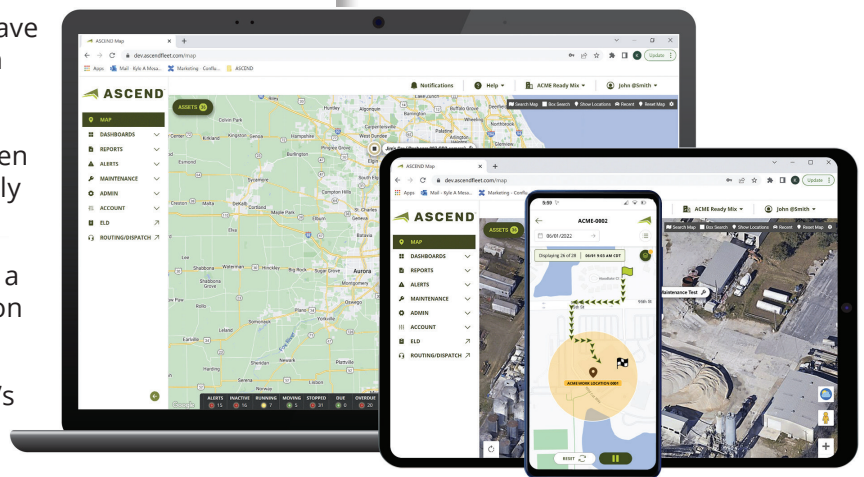
While the ASCEND solution offers invaluable visibility into the movement of the company’s more than 30 service vehicles, it has raised zero concerns among McMahon’s employees, who understand the need to document a service call. Charlie McMahon says these instances are rare, and he has profound confidence in each of his team members. “I’m very upfront with my team about my faith, and I’m very upfront about my trusting of them and their ability to trust me,” McMahon says.

But trust was a huge issue for McMahon when dealing with his previous telematics provider. “They had zero customer service. I had a truck stuck in tow mode (in the provider’s solution) for six months – I had made multiple phone calls and sent multiple emails trying to get somebody to reach out to me.”

Happily, McMahon’s experiences with ASCEND have virtually erased those memories. “(ASCEND team members) actually reach out to me to make sure everything is going okay and ask if I would like additional training,” McMahon explains. “And when I call them, I’m talking to a real person who quickly provides the answer I’m looking for.”

McMahon reports that switching to ASCEND was a seamless process, with trouble-free installation on the company’s full fleet in just a matter of days.

But perhaps the best documentation of ASCEND’s value comes in the same form expressed by McMahon’s many satisfied customers – word of mouth. “Would I recommend ASCEND to other business owners? I already have,” Charlie McMahon says.



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