The state of pest control and customer experience

Ask Nicely

In pest control, your techs focus on kicking out rats, roaches, or other pests for customers, but they're chasing out worry, too. The job isn't done until the customer feels completely confident and cared for, but getting that insight isn't always easy.

Managers can't be on site to see how every technician interacts with customers or handle issues firsthand. This leaves big gaps in understanding the customer experience.

Without real-time feedback, companies are left reacting to problems instead of preventing them. Negative moments often go unnoticed until it's too late.

The team at Platinum Pest Solutions was looking to proactively address customer concerns while gaining insights into the customer experience.

> "Anytime a customer would want to leave us or cancel services, we were reactive to the issues. And in some cases, we didn't even know the issues were occurring," said Jacob Kosiara, Chief Operating Officer at Platinum Pest Solutions.

So they started searching for a solution to their lack of insights and ultimately, their poor customer experiences. Within the first weeks of using AskNicely, the team at Platinum Pest Solutions identified and resolved a service issue with a client that prevented the loss of a significant account. This save alone covered the cost of using AskNicely and helped them keep churn from spiraling.

> "We wanted a tool to grade our technicians. What we've gotten is so much more, and it has been great; it's paid dividends already," said Jacob.

Without the right visibility into those frontline moments, pest control businesses risk losing trust and customers without even realizing it.

Why pest control companies should collect customer feedback

The solution to those blind spots is real-time, visit-specific feedback. When pest control companies can hear from customers immediately after service, there is an opportunity for improvement.

For technicians, daily insights into the quality of service they provide create a powerful feedback loop. They know what's working and where they can improve, without waiting weeks or months for a quarterly review. This kind of transparency builds pride and ownership over their work.

For managers, real-time feedback offers a clear window into the frontline experience. That view can be used for coaching based on actual service moments, not guesses, assumptions, or generic and irrelevant playbooks. When a customer isn't happy, teams can act quickly to recover the relationship before it becomes a lost account or a bad review. The team at Platinum Pest Solutions saw this firsthand: "If we screw up one, we're likely screwing up more. If we do that, we put not only one property at risk, we put multiple properties at risk," Jacob said.

Instead, the immediate insight a tool like AskNicely can offer helps pest control teams transform customer experience from an afterthought into a daily priority, giving them a real competitive edge in a crowded market.

Did the technician clearly explain what to expect after treatment?

Yes, they told me it might take 48hrs and what signs to look for.
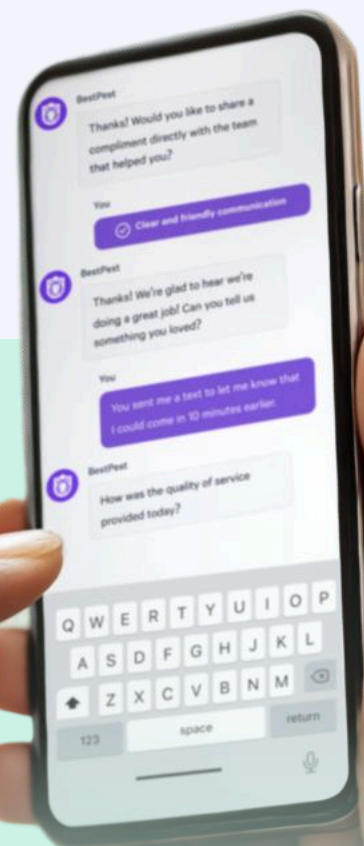
Common pain points for pest control businesses

Only 61% of frontline teams in home services say they have real-time access to customer feedback, meaning much of the team is out of the loop on how they can improve the experience.

A lack of feedback means your teams can't answer vital questions like:

→ Are we delivering consistent service?

→ Are field teams getting better?

→ How do we recognize good work?

→ What's driving churn or 5-star reviews?

→ How can we scale experience quality?

We analyzed 150,000 online reviews of the top 100 pest control businesses across the United States and found that 28% of all negative experiences are related to techs being late, rushing a job, or acting unprofessionally. If you aren't collecting feedback, you're simply stuck guessing what might be causing your bad reviews.

Additionally, while 99% of home services companies say they act on customer feedback, only 36% of respondents to an AskNicely survey* said they act within the customer's expected 24 hours. So when those negative experiences do occur, the majority of home services businesses aren't even responding or resolving in a timely manner. Leaving their businesses open to negative reviews, higher churn, and unhappy customers.

*AskNicely 2025 State of Customer Experience Report

How AskNicely solves this

While there's no way to offer a perfect customer experience every single time, we want to help you get pretty darn close to doing just that. How does AskNicely help solve common pest control pain points? Let's look at those questions business leaders find themselves unable to answer one more time:

Are we delivering consistent service? AskNicely shows what's improving and what's not, by team or location. Through our AI Insights, you get a summary and recommendations which can be filtered by team or location. Additionally, the location leaderboards and Spotlight View give an in-depth drilldown of each team and technician.
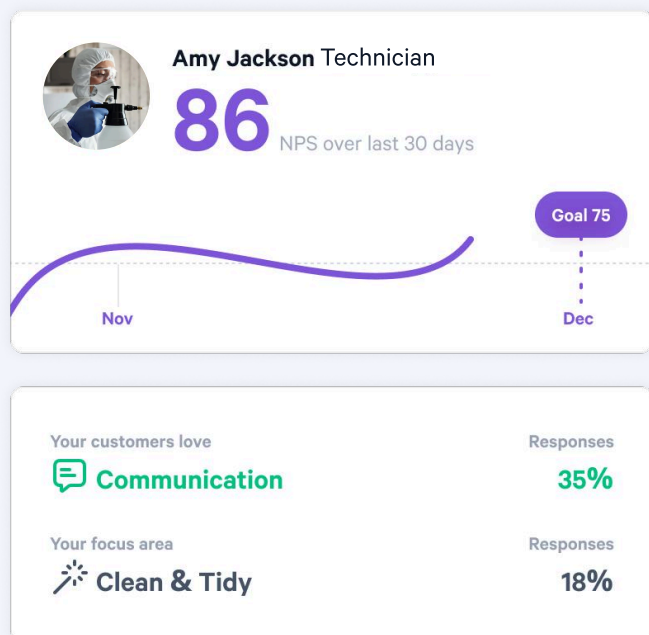
Summary

FILTERS – Portland, Last 90 days

The search results indicate that overall, technician visits are well-received by promoter customers, with many positive comments about the friendly techs, timeliness, and effective treatments.
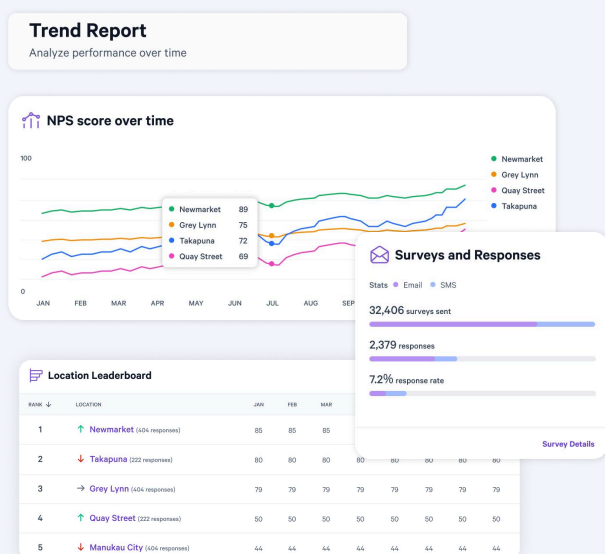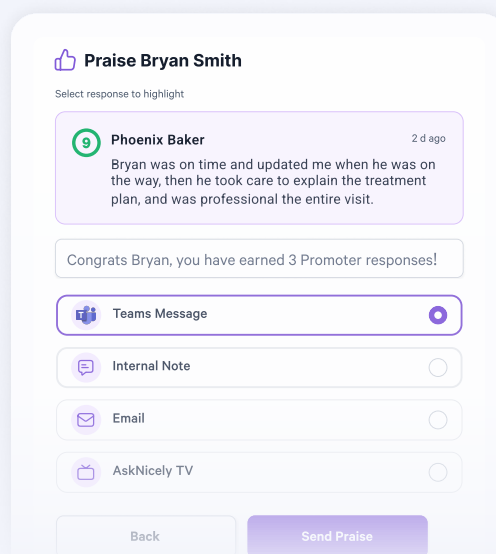
Friendly Technicians

62% Customers appreciate the friendly technicians during appointments

Amy Jackson Technician

86 NPS over last 30 days

Goal 75

Nov — Dec

Your customers love — Responses

💬 **Communication** — **35%**

Your focus area — Responses

✨ **Clean & Tidy** — **18%**

Are field teams getting better? Real-time coaching helps techs know how to improve. You can set a focus area by team and add action items to help them zero in on what will move the needle when it comes to improving the customer experience. For example, that focus area might be: Promptness and the action might be sending the customer a text 30 minutes before the technician's arrival. Our AI-powered Dynamic Surveys are tuned to then ask the customer about that focus area to track improvement.

How do we recognize good work? By collecting customer feedback, you can see who on your team is delivering exceptional experiences. Then you can share the positive reviews from customers to shout out technicians with some praise from positive reviews. This not only reinforces to others on the team what great service looks like but also makes the employee feel valued, leading to an increase in employee retention.

👍 **Praise Bryan Smith**

Select response to highlight

Phoenix Baker   2 d ago
Bryan was on time and updated me when he was on the way, then he took care to explain the treatment plan, and was professional the entire visit.

Congrats Bryan, you have earned 3 Promoter responses!

Teams Message ⬤

Internal Note ○

Email ○

AskNicely TV ○

Back   Send Praise

Trend Report
Analyze performance over time

NPS score over time

Newmarket	89	● Newmarket
Grey Lynn	75	● Grey Lynn
Takapuna	72	● Quay Street
Quay Street	69	● Takapuna

JAN FEB MAR APR MAY JUN JUL AUG SEP

Surveys and Responses
Stats ● Email ● SMS

32,406 surveys sent

2,379 responses

7.2% response rate

Survey Details

Location Leaderboard

RANK ↓	LOCATION	JAN	FEB	MAR					
1	↑ Newmarket (404 responses)	85	85	85					
2	↓ Takapuna (222 responses)	80	80	80	80	80	80	80	80
3	→ Grey Lynn (404 responses)	79	79	79	79	79	79	79	79
4	↑ Quay Street (222 responses)	50	50	50	50	50	50	50	50
5	↓ Manukau City (404 responses)	44	44	44	44	44	44	44	44

What's driving churn or 5-star reviews? Feedback is mapped to key drivers like punctuality, professionalism, and resolution speed. Our AI Insights derives themes from your feedback. And with Trend Reports, you can explore changes over time. Set and track service standards to measure how well your business is delivering on what's most important to your business.

How can we scale experience quality? Automations help multi-location teams deliver great service, every time. Easily learn what is working elsewhere and adopt it across locations to create a customer-centric organization across the brand. Feedback that is accessible to every level of your business, with automated alerts to follow up on feedback quickly to resolve an issue, can strengthen this customer-centric attitude. Often, it's unhappy customers who feel heard and get their issue resolved quickly, becoming some of your biggest advocates.

Jacksonville

NPS **73.3** ▲

New York City

NPS **49.2** ▼
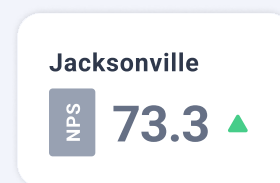
It's common for pest control business leaders to set goals around revenue, retention, and acquisition. But to really set your business apart from competitors, goals around the customer experience have to be just as important. If anything, we know that a great customer experience helps your teams meet all of those other goals.

The team at Big Blue Bug Solutions was struggling to guarantee the customer experience across an expanding brand. A growing pain that onboarding AskNicely helps ease. Since becoming AskNicely users, they've been able to streamline data collection while continuing to provide personalized, timely responses to customers. All while maintaining an impressive average NPS of 80.

"We're proud of how far we've come, and AskNicely has been instrumental in helping us drive customer impact and operational alignment. Exceptional customer experience is the glue that holds everything together for us," said Luis Marulanda, Chief Strategy Officer, at Big Blue Bug Solutions.
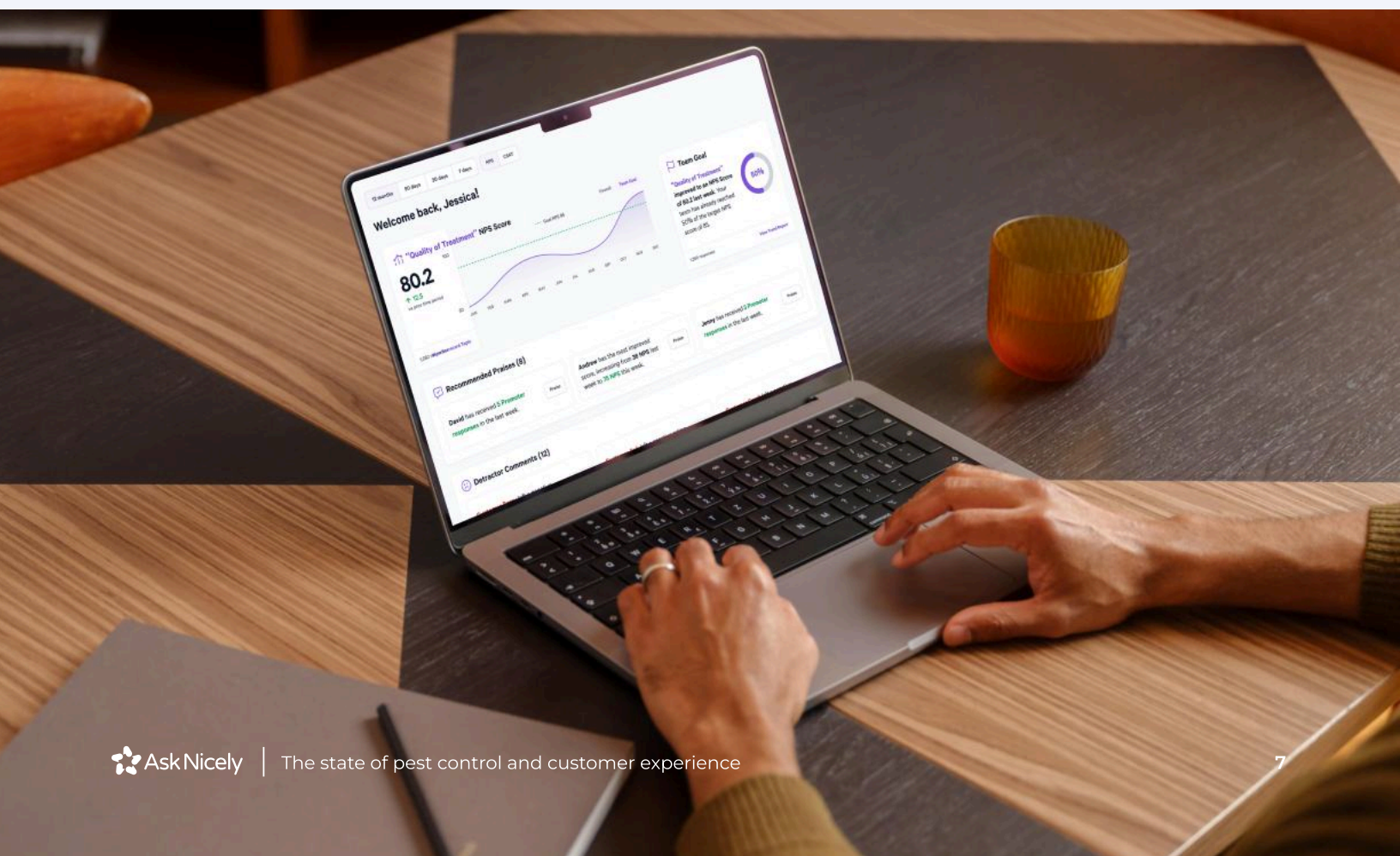
AskNicely's goal is to help businesses empower their customer-facing team with the information to improve the customer experience and drive business growth. We believe in giving teams access to feedback and praising them for a job well done.

If you're interested in learning more about how AskNicely could help your business improve the customer experience, **schedule a demo** or **take a product tour**.

Use our **customer experience ROI calculator** to see how increasing your NPS or CSAT score could drive growth for your business.

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