

How Aptive coaches 2500 mobile workers to deliver exceptional service

Aptive Environmental is the fastest growing pest control company in the world, on a mission to disrupt their industry with superior customer experience. Aptive was looking for a platform that would allow them to effectively coach their widely distributed, mobile workforce to consistently deliver on their service standard.

Enter real-time feedback and coaching with AskNicely

The entire organization is now fueled with real-time customer insights. Feedback is filtered straight from the customer to the frontline.

Regional and Local level managers are equipped with the power to coach only for the things that need to change. Shout outs, nudges and personalized coaching tips are sent straight to the phones of their staff, at the right time to make a difference.

Their frontline knows exactly where they stand within their team and each location acts on specific feedback according to their own repeat customer base.

Being a nationwide service provider, their desk-less frontline workforce can't afford to spend time on work their customers don't find valuable. With a real-time feedback loop, their service professionals understand what their customers really care about, and managers can personally follow up with customers when things go wrong.

How the platform paid for itself in 3 months

In total, Aptive has seen a monthly rise in NPS since their launch of AskNicely **starting at 31.1 points and rising to 61.**

Location managers are empowered to respond to customers directly, closing the loop and strengthening their relationship, which has resulted in **an average increase of 25 NPS from their lower performing locations** to better match the mid and highest ranked.

At a Glance

Challenges

- A widely distributed, mobile frontline workforce
- Competing on customer experience

Results

- Delivering personalized coaching direct to frontline worker's phone
- Decrease in rework and increase in retention
- Increased NPS by 29 points in 90 days.



Using AskNicely has transformed how we work with our field service team. We have already seen a dramatic rise in our lowest performers toward our best performers leading to a 28 point NPS increase. The rework cost we are saving alone pays for the tool and we have a lot more we can do now that we have AskNicely.

Dane Dellenbach,

Sr Director of Strategy and Innovation

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