

CASE STUDY



Snapshot of the client

- ▶ Provides pest control services to Ashfield and Mansfield district residents
- ▶ 1,000 pest control requests a year
- ▶ Two pest control officers

Products

- ▶ **Whitespace Mobile:** Links the pest control officers to the back office and delivers daily operations and vehicle checks
- ▶ **Whitespace Analytics:** Provides end-users with easy to use business intelligence tools and management reporting capability

Ashfield is a local government district in western Nottinghamshire with a population of over 120,000 local residents and is built up of mostly urban areas. The Ashfield District Council provide a range of services to its local residents, including pest control.

THE CHALLENGE

Ashfield's pest control team used an outdated paper based system where jobs had to be picked up from the office, causing lengthy timescales and high fuel costs, and they would occasionally be lost and misinterpreted. The customer service team also found it difficult updating residents on the progress of a job due to the delay in receiving updates from the pest control officers.

THE SOLUTION

Ashfield District Council replaced their paper forms with Whitespace Mobile's online digital forms. Jobs can now be directly sent to the pest control officers' mobile devices instantly and the customer service team can see a real-time summary of all the jobs in progress. Emails are automatically sent to customer using the system's actions toolkit, updating them on the progress of a job and Whitespace Analytics captures the data collected through Whitespace Mobile, presenting it back to officers through a dashboard to help them identify common trends within their community and make informed strategic decisions.

THE RESULTS

Moving to a digital system has vastly improved the efficiency; saving £200.00 in paper, 39% more jobs were completed, and new jobs can be sent to the pest control officers in two minutes rather than in 18 hours as before. The new system also provides them with information that can help the community, and residents get a better service as they receive timely updates on a regular basis, whilst also saving the customer service team admin time through the automated emails.

39% increase in jobs completed

Saved 3,000 pieces of paper a year

Pest control officers can receive a new job in two minutes