



CUSTOMER SUCCESS STORY

A Large Pest Control Company

How a large pest control company transformed its contact center operations with the Xima and Voice for Pest omnichannel CCaaS solution—boosting agent efficiency, improving customer experience, and laying the foundation for AI-driven quality assurance.

72,000+

Calls Handled
(90 Days)

3,100+

Callback
Sessions

1,800+

Chat
Sessions

XIMA™

VoiceforPest®

Xima Software · Voice for Pest · CCaaS Solution

ABOUT

A Large Pest Control Company

This customer is one of the largest and most established pest management companies on the West Coast. With a sprawling operation that spans multiple branches and service lines—including general pest services, termite and wood-destroying organism inspections, accounts receivable, and administrative support—the company’s customer service department is the central hub connecting customers to the organization.

Led by a Director of Customer Service with more than 10 years at the company, the department handles a massive volume of inbound communications every day. Supporting her are a Customer Service Manager overseeing all customer-facing contact and a Customer Support Manager responsible for workforce management, quality assurance, and behind-the-scenes operations. Together, they lead what they proudly call “the best team” in the organization.

THE CHALLENGE

Overcoming Contact Center Limitations

Before partnering with Xima and Voice for Pest, this large pest control company faced several operational pain points that were limiting the effectiveness of their high-volume contact center:

- **Compliance risk:** Agents handled sensitive payment information over the phone, but the company lacked automated tools to mute or mask credit card data in call recordings, creating a potential PCI compliance gap.
- **Siloed channels:** Voice, email, and chat were managed separately, making it difficult to deliver a seamless omnichannel experience or forecast staffing needs across all communication types.
- **Email routing inefficiencies:** When a customer replied to an email thread, the response was routed back to the original agent—even if that agent was offline or unavailable. There was no visibility into emails sitting idle, causing delays and unanswered customer inquiries.
- **Limited workforce forecasting:** The company had never been able to forecast email volume alongside phone traffic, making it difficult to staff appropriately across channels.

THE SOLUTION

Why They Chose Xima and Voice for Pest

The company evaluated solutions against three key decision drivers, and the Xima and Voice for Pest solution checked every box:

1. Compliance and Operational Risk

The platform offered automated credit card muting in call recordings, directly addressing the company's PCI compliance concerns. The ability to protect sensitive customer data without adding manual steps for agents was a critical factor in the decision.

2. Cost Mitigation and ROI

By consolidating voice, email, and chat into a single platform through Xima and Voice for Pest, the company eliminated redundant systems and reduced the total cost of managing its contact center technology stack. The platform's callback feature alone has reduced customer frustration and improved the efficiency of queue management during peak periods.

3. Secure, Scalable Platform Consolidation

The company needed an omnichannel solution that could grow with their operation. The Xima and Voice for Pest solution provided the unified infrastructure they were looking for—bringing voice, email, chat, and workforce management together in one environment, with the scalability to support their large and expanding team.

THE RESULTS

Results and Impact

Since deploying the Xima and Voice for Pest solution, the company has seen measurable improvements across their contact center operations.

Callback Feature: A Game Changer

The Director of Customer Service singled out the callback feature as one of the most impactful capabilities the solution has delivered. “Customers are much more likely to hang on if they know that they’re not actually on the phone listening to hold music for a long period of time,” she shared. The callback feature has significantly improved the customer experience and reduced true abandonment across the company’s queues.

Email Routing: Eliminating Idle Messages

One of the company’s most pressing challenges was email replies being routed back to the original handling agent, even when that agent was offline or unavailable. With no visibility into these idle messages, customer inquiries could sit unanswered for hours. To address this, Xima developed a “Disable Return to Agent” capability that automatically re-queues email replies to the next available agent—with full thread history intact—rather than holding them for the original handler. The setting is admin-controllable, giving the company the flexibility to toggle it on or off as their operational needs evolve.

Reporting and Wallboards

With 163 scheduled reports and 12 actively maintained wallboards, supervisors and managers have real-time and historical visibility into the metrics that matter most: call abandonment rates, calls presented versus answered, digital lead response times, and queue overflow. The platform’s reporting infrastructure has become a daily management tool for the team.

“The callback feature has helped us tremendously... Customers are much more likely to hang on if they know that they’re not actually on the phone listening to hold music for a long period of time.”

— Director of Customer Service

LOOKING AHEAD

The Road Ahead

The company and the Xima and Voice for Pest team are aligned on a forward-looking roadmap that promises to deepen the partnership:

- **AI-Powered QA Evaluations:** Xima's automated quality assurance scoring engine uses AI to evaluate calls against custom scorecards—checking for greeting quality, appointment confirmations, customer verification, and more. The system learns from supervisor feedback over time, reducing the manual burden of call reviews while improving consistency.
- **Xima Insights:** A forthcoming AI-driven analytics layer that will proactively alert managers to notable trends—such as spikes in abandonment or increases in talk time—along with root-cause analysis. A conversational bot interface will let managers ask natural-language questions about their data without running manual reports.
- **Agent Assist:** Real-time tools that help agents stay on track during calls by surfacing scripting cues, verifying that required steps have been completed, and providing visual indicators of progress through call workflows—reducing errors and improving the consistency of every customer interaction.
- **Workforce Management Maturity:** The company's WFM program launched just months ago with support from the Xima and Voice for Pest team, and the group is actively working toward email volume forecasting—a capability the company has never had before.

This partnership with Xima and Voice for Pest demonstrates what's possible when a high-volume contact center pairs operational expertise with a modern, AI-forward CCaaS solution. From compliance and routing to quality assurance and workforce management, the platform is helping deliver better outcomes for customers and team members—every single day.



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