

**Title:** Enhancing Operational Efficiency and Customer Engagement at PECOPP Pest Control Services Pvt Ltd with EVA Software Solutions

**Overview:** PECOPP, a leader in pest control services with over 50 years of experience, aimed to innovate and streamline its operations further. Facing challenges with manual CRM processes that hampered efficiency and customer support consistency, PECOPP partnered with EVA Software Solutions to implement a modern CRM system using Zoho CRM.

**Executive Summary:** This case study examines how PECOPP improved operational efficiency and customer responsiveness through a strategic partnership with EVA Software Solutions. By automating CRM processes and implementing Zoho CRM, PECOPP achieved significant enhancements in workflow efficiency and customer engagement.

**Problem Statement:**

1. **Manual Lead Management and Tracking:** The company relies on spreadsheets and manual processes to manage and track customer leads, resulting in lost opportunities, delayed follow-ups, and difficulty in prioritizing high-potential leads.
2. **Inconsistent Customer Communication:** Due to the absence of an automated system, customer communication is inconsistent, leading to missed or delayed responses to inquiries, service requests, and follow-up appointments.
3. **Difficulty in Scheduling and Managing Services:** The current system for scheduling pest control services is cumbersome and prone to errors, causing double bookings, missed appointments, and inefficient use of technicians' time.
4. **Inability to Track Customer Interactions:** Without a centralized CRM, tracking customer interactions across different channels (phone, email, website) is challenging, resulting in missed opportunities to address customer concerns or upsell services.
5. **Challenges in Measuring Customer Satisfaction:** The company struggles to systematically gather and analyze customer feedback, making it difficult to assess satisfaction levels and identify areas for improvement.
6. **Limited Insights into Sales and Service Performance:** The absence of real-time analytics and reporting tools prevents the company from gaining insights into sales performance, service efficiency, and customer trends, hampering data-driven decision-making.

**Proposed Solutions:** EVA Software Solutions proposed a tailored strategy leveraging Zoho CRM and Zoho SalesIQ to address PECOPP's specific challenges:

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EVA Software Solutions



1. Automated CRM processes to streamline operations.
2. Integration of Zoho SalesIQ for real-time customer interaction via a website chatbot.
3. Customized fields and workflows in Zoho CRM to align with PECOPP's operational requirements.

#### Implementation:

1. **Expert Guidance:** EVA provided expert consultation to ensure a smooth transition to automated CRM processes.
2. **Comprehensive Understanding:** Through detailed consultations, EVA identified and addressed PECOPP's unique operational challenges.
3. **Customized Implementation:** A phased implementation plan integrated Zoho CRM and SalesIQ, tailored to PECOPP's operational structure.
4. **Optimized Workflows:** EVA designed efficient workflows within Zoho CRM to enhance operational efficiency and customer service.

#### Results:

1. **Operational Efficiency:** Automation through Zoho CRM reduced manual tasks, enhancing workflow efficiency by 25%.
2. **Customer Engagement:** Implementation of Zoho SalesIQ improved customer interaction, reducing response times by 44% and increasing customer satisfaction.
3. **Data Management:** Customized fields enabled better tracking of customer interactions and service history.
4. **Collaboration:** Enhanced team collaboration across departments improved responsiveness to customer needs.
5. **Agility:** PECOPP could adapt quickly to changing customer demands, delivering more precise and timely services.
6. **Timely Delivery:** EVA's proactive approach ensured on-time delivery, minimizing disruption to PECOPP's operations.

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