



THE SPIDEXX PLAYBOOK

Scaling Personal Service From 4 to 9 Branches:
A Customer-Experience Operating System

SPIDEXX
PEST CONTROL

"Growth creates a dangerous gap in service businesses: more customers and branches, but less context at every interaction. Spidexx's answer is to treat customer experience as an operating system – one that connects education, field execution, account data, coaching, and collections."

AT A GLANCE

BRANCHES

4 → 9

growth while Jessica and Nikolai were with the company

DOCUMENTATION

3–4x

expansion of process documentation over about two years

OPERATING MODEL

1 System

connects reservice, retention, sales, and collections

Reviewed

Reservice, callbacks, retention, cancellations, lead sources, sales, and collections in one review.

Early outreach

Past-due accounts get early, multichannel outreach rather than aging silently.

Not tribal knowledge

The correct response is documented and visible, not dependent on who happens to know it.

The central idea is simple: personal service does not scale through good intentions. It scales when the company can see where the experience is breaking, teach the right response, and verify that it happened.

1

Customer experience starts with education

2

Close the loop between the office and the field

3

Use the scorecard to find coaching moments

4

Turn data into one-on-one coaching

5

Treat collections as part of customer experience

6

Build a process library that grows with the company

7

See where Apruv fits in the experience story



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EDUCATION FIRST



On specialized services, Spidexx audits the account before an agreement automatically closes. If field notes show continued activity after six visits, the team extends the plan rather than declaring the work complete on paper.

Customer Experience Starts With Education

Spidexx does not define service as "show up and kill bugs." The office team is trained to listen, explain the treatment plan, set the right expectations, and recommend the service cadence that fits the problem.

Understand the Problem

- Listen for the real problem, not just the treatment the customer requests.
- Explain what is happening and why expertise matters.

Deliver the Plan

- Match the service type and frequency to the pest pressure.
- Confirm the customer understands the value, timeline, and next step.

OFFICE ↔ FIELD

Close the Loop Between the Office and the Field

The office knows what the customer was promised. The field knows what the property actually needs. Spidexx keeps those perspectives connected through direct calls, chat, email, virtual meetings, and case-specific conversations with regional managers.



The resolution loop: start with the customer, service, and appointment notes → ask the field expert what was observed and treated → compare with what the office promised → agree on the next action, owner, and follow-up date → turn repeat patterns into training or a documented process change.



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THE SCORECARD



Use the Scorecard to Find Coaching Moments

Spidexx reviews operational data at different cadences. Day-to-day indicators surface issues quickly, while a month-end review connects scheduled appointments with retreatments, follow-ups, callbacks, and the notes explaining why the company returned.

Documentation only works if someone owns it. Assign a name to each process, not just a department – that's what keeps it updated when field reality changes.

Field & Service Quality

- Reservice and retreatment rate
- Follow-up volume by service type
- Callbacks from missed or incomplete work
- Appointment-note themes by tech, pest, product, market

Customer & Revenue Health

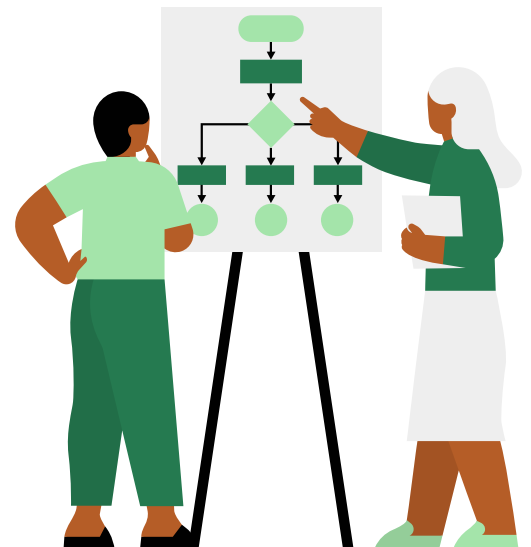
- Retention rate and accounts saved
- Accounts closed and reason for cancellation
- Lead source, lead volume, sales, close rate
- Phone volume, office handling, collections rate

COACHING LOOP

Turn Data Into One-on-One Coaching

Jessica's team uses call reviews and one-on-one feedback to keep conversations personal. Nikolai's reporting provides the measuring stick. Together: detect a pattern, inspect the underlying calls or notes, coach the employee on a real case, then watch the metric for improvement.

- Use real customer examples rather than generic reminders.
- Separate a skill gap from a system or capacity problem.
- Document the expected response so the lesson survives turnover and expansion.
- Recheck the same metric after coaching to confirm behavior changed.



This is how quality control supports growth instead of becoming a policing function.



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COLLECTIONS



Treat Collections as Part of Customer Experience

Spidexx's collections process begins early and stays human. The customer-service team frames the first contact as a courtesy check: a card may have expired, an autopay setting may have failed, or an invoice may be going to the wrong place.

IMMEDIATELY

As soon as a balance appears: call, text, and email twice per week.

DAYS 1–30

Keep the tone soft, solve payment-method problems, and use the conversation to surface service concerns.

AFTER 30 DAYS

Communicate firmer expectations, possible service interruption, and applicable fees.

AT 60+ DAYS

Route seriously delinquent accounts to a third-party collections partner.

Prevention before escalation: keep valid cards on file and use autopay where appropriate; honor customers' preferred invoice method, including mailed invoices for check payers; monitor message performance and revise wording when collection rates show friction.

Speed and empathy can coexist. Early outreach increases the chance of a simple fix while the account and customer relationship are still healthy.



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PROCESS LIBRARY



Build a Process Library That Grows With the Company

Over roughly two years, Spidexx's documentation tripled or quadrupled. That growth was not paperwork for its own sake – it made the correct response visible in situations that previously depended on tribal knowledge.

- Document the situations that generate repeated calls, exceptions, or rework.
- Assign an owner who can update the process when field reality changes.
- Train from the playbook using real cases.
- Audit adoption through notes, calls, service outcomes, and customer feedback.

Documentation only works if someone owns it. Assign a name to each process, not just a department – that's what keeps it updated when field reality changes.

RETENTION

Where Apruv Fits

Spidexx uses Apruv to reinforce customer education after the sale. Jessica described the video step as the final review that helps customers understand the service they selected and confirms that key details were addressed.

In Jessica's words, Apruv is "**a game changer**" because it improves customer communication.

Nikolai also highlighted Apruv's responsiveness: when Spidexx needed six scripts implemented before a holiday weekend, the changes were completed quickly. For a multi-branch operator, that combination – consistent customer communication plus fast process updates – helps standardize the experience without making it feel robotic.



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THE 30-DAY OPERATOR PLAN

WEEK 1

Define the five metrics that best expose service failure and customer friction.

WEEK 2

Inspect ten recent reservices or callbacks and code the true cause of each.

WEEK 3

Coach from two real cases and publish one revised process.

WEEK 4

Build a collections ladder with timing, channels, tone, ownership, and escalation rules.

Repeat monthly. The output should be fewer avoidable return visits, clearer customer expectations, faster resolution, and a process library that gets smarter as the business grows.

DATA & SOURCE NOTE

Figures and practices are operator-reported from Apruv's Pest Playbook interview with Spidexx customer-experience and billing leaders. They describe Spidexx's operating model at the time of the interview and should be adapted to local regulations, service agreements, staffing, and collection policies.