



## Berrett Pest Control

### Background & Goals:

Berrett Pest Control knew their business wasn't reaching their full potential, but they weren't quite sure how to fix that. They were losing business to the competition, and struggling to keep their customers coming back. Soon, FreshLime and Berrett Pest Control teamed up to ensure that Berrett Pest Control would begin retaining their customers and increasing their revenue!

### FreshLime Product Implementation

FreshLime set Berrett Pest Control up with their effective customer engagement & retention tool, created specifically for businesses just like theirs. Using FreshLime's customer data platform, Berrett Pest Control has been able to create loyal relationships with their customers, through professional, industry-specific automated engagements. Berrett Pest Control has also been able to win back lost customers through FreshLime's engagement tool.

### Engagements Types:

- Transactional Thank-You Emails.
- Educational Tips for Pest Prevention.
- Pest Control Seasonal Reminders.
- Sales and Promotional Information

**Berrett Pest Control has been a FreshLime customer since December 2016.**

**Lifetime ROI:  
295.85%**

**Lifetime  
recovered jobs:  
1,201**

**Automated  
Engagements  
Powered by  
CRM Data**

**Opt Out Rates  
Have Been Cut  
by 50% since  
Working with  
FreshLime**