1503: Digital Cameras

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Section: Training
Subject: Digital Cameras
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Policy Owner:

Policy

On a daily basis our Service Center locations may be required to utilize photographs to evaluate a particular situation. The following guidelines are provided to insure that digital photography is a positive tool to support our sales and service focus.

Digital cameras are to be utilized to capture, document and record conditions, avenues, and sources relative to sales and service observations. Digital photography will "bring to life" actual inspection findings. The purpose of using actual pictures is to educate our prospects and customers of both the positive observations as well as areas that are deficient and need immediate attention.

Preventech

Sales Inspections

During every sales inspection we will photograph our findings and submit pictures as part of our Inspection & Analysis section of each presentation. Digital photography will record our actual observations and the pictures will be numbered to coincide with the flow of our presentation.

Examples of pictures may include:

- An overview picture of the property

- Open Exterior Rodent Stations (look for security, tamper-proof, "fresh" bait skewered, labels, placement, do they meet State Guidelines & Regulations)
- Exterior Pest Sightings (ants, roaches, rodent droppings, etc.)
- Cracks and Expansion Gaps (harborage areas for pests and rodents)
- Any potential entry points (open doors, broken screens, door sweeps, etc.)
- Conditions Conducive to Pest/Rodent Harborage and Avenues (Trees/Shrubs growing against buildings, mulch around foundations, moisture, etc.)
- Receiving Dock Areas (dumpsters, storage areas)
- Kitchens and Dishwasher Rooms
- Sanitation and Hygiene Observations (under equipment, wait station areas, bars, dining facilities, under booths, etc.)
- Restaurants
- Service Corridors
- Housekeeping
- Engineering
- Office Space
- Convention Space

Each picture will include a brief statement that outlines what and where our findings were observed. Never at any time will the customer's name appear on any picture reference. Confidentiality and maintaining the highest level of integrity is critical to building a long-term trusting partnership.

Service Inspections

As a management tool we will photograph actual findings during our in-field training and follow up sessions with our service teams, including Service Excellence Audit inspections.

This will provide our management team with observations to enhance, correct or praise our service results both internally and externally.

Examples of Quality Assurance and Service pictures may include:

- Exterior conditions, avenues, and sources conducive to pest and rodent harborage concerns
- Interior sanitation, housekeeping, hygiene and storage practices

- Structural concerns and/or deficiencies

Our finds should be used in Quality Assurance meetings to inform, educate and teach our customer's of the added value behind our service protocols and our people.

Termite

Claims Related

During every claim visited by a technical supervisor or claims management person, there is a need to document conditions, avenues, and sources related to termite issues. On claim visits, the digital cameras can be used as a future management tool of what to do and what not to do. They can be used to enhance field audits.

Examples of pictures may include:

- An overview picture of the home or structure
- Live activity
- Any and all damage associated with a claim
- Showing conditions conducive to the customer
- Documentation to a customer file of photos of conditions conducive
- Construction flaws
- Any and all conditions conducive that would cause future claims: i.e. leaking roof, stucco issues, wood to ground contact, gutters/downspouts, A/C run-off (See the Massey Services Termite Graph and/or Wood Destroying Organisms Inspection Report)
- Misplacement of bait stations
- Documentation of improper treating specifications
- Protocol tool for where a specific treatment should be accomplished
- Termite, beetle, borer and wood decay fungus evidence: i.e. mud tunnels, pellets, powder, holes in the wood, moisture stains, wood decay fungus, moisture/water damage
- Cardinal/Lexford Properties claims

Other Not Claims Related

- Commercial Termite Proposals

- Documentation for certain residential/commercial accounts i.e. existing damages whether termite or WDF etc.
- Cardinal/Lexford Properties inspections

The floppy disc will be returned to the claims office manager assistant for filing. It is necessary to have hard copies attached to claims. Customer's names and/or addresses may be needed for documentation.

Digital cameras are an excellent tool and will be maintained in the best possible condition that reduces wear and tear. After the use of any camera it will be cleaned and stored in the appropriate case and kept out of direct sunlight (Refer to manufacturer's recommendations for this). Lock each camera away at the end of each day in a file cabinet at the Service Center. Cameras will be assigned and payroll deductions issued for each user responsible.

Note: Before using any camera, explain to every prospect and customer why we utilize this tool and reassure them accordingly.

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