707: Cancellation Prevention

700: Pest Prevention · https://milo.masseyservices.com/docs/707-cancellation-prevention/

Section: Pest Prevention
Subject: Cancellation Prevention
Approved by: Eddie Faircloth
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Policy Owner:

Policy

Purpose

The Customer Cancellation Request policy is designed to provide management control and follow-up on all cancellation requests. The intent of the cancellation program is to make at least three contacts with the customer before the final cancellation authorization is given. The following procedures are to be used in preventing cancellations:

The Customer Service Specialist personally calls EVERY NEW CUSTOMER after the initial service is performed.

1. Welcome the customer to Massey Services.
2. Find out if our service was rendered to the customer's satisfaction.
3. Confirm monthly service for 12 months (or quarterly if Four Seasons) and method of payment (bill, collect).
4. Set up a regular day of service. (1st Mon, 2nd Tue, 3rd Wed etc.)
5. Explain additional service upon request at no additional cost.
6. Thank the customer for his/her business.
    1. The General Manager and / or Service Manager should personally verify that this has been done.

HANDLE COMPLAINTS IMMEDIATELY, always contact the customer the same day. Keep the Complaint Log complete and up-to-date. (See P&P 1803, Complaint Log / Extra Service)

The Service Technician must make every attempt to save the account first. He/she must call the service center IMMEDIATELY to report any customers requesting cancellation. SERVICE TECHNICIAN CANNOT ACCEPT CANCELLATION.

The Customer Service Specialist will prepare a Cancellation Request, at the time the technician calls the cancellation in, indicating complete and accurate information on the form. Tear pink coy & give to Technician. Pull file, run A/R copy & attach along with the cancellation request to front of file. Give this to the General Manager. Log all cancellation requests on the Cancellation Log. Keep by route for PPP, CPP and Lawn. A separate section is used for Termite Renewals and Sentricon.

The General Manager or Service Manager must make personal contact on all cancellation requests the same day received. In cases where a charge-back of commissions would result, the person who made the sale should be involved in trying to save the account. The General Manager and/or Service Manager must make every attempt to save the account and not just call and confirm the cancellation.

- The General Manager or Service Manager makes this call for 2 reasons:
  - Call, in an attempt to save the account, not just confirm the cancellation.
  - Call to find out the reason the customer is canceling in order to prevent other customers from canceling for this same reason (See 7 a; b; c)
  - Only the General Manager can give final approval to cancel an account by signing the cancellation request.

The General Manager or Service Manager must have a personal conference on the basic causes of cancellation with:

- Technician regarding service
- Sales representative regarding sale
- Administrative personnel regarding billing or other admin issues
- All employees must be trained to show a sincere concern for customer satisfaction.

When an account is deemed to be "Lost", the ORIGINAL COPY of the APPROVED CANCELLATION REQUEST will be forwarded to the Customer Service Specialist who will do the following:

- Cancel the account in the computer system.
- If 0 balance, file the account by street address in the pest, lawn or termite cancel file cabinet. If there is a balance, file in location where cancellations with balances are kept for the collection process.
- The yellow copy of the approved Cancellation Request will be used by the General Manager to assign to the Sales Department for 90-day follow-up etc. This does not apply to bad-debted accounts.
    - Complaint Log
    - Cancellation Request

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