816: Cancelled Termite Reinstatement Program

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Section: Termite Administration
Subject: Cancelled Termite Reinstatement Program
Approved by: Rick Beard
Effective Date: 30 October 2001
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Policy Owner:

Policy

PURPOSE

To make a deliberate and ongoing effort to contact the current homeowners of cancelled termite accounts to inform them of the termite protection we provide and attempt to reinstate our service.

Summary of Policy

- To confirm with current homeowners the status of termite protection on their homes and to provide information regarding the value of having termite protection.
- To inform the current homeowner of the various programs of termite protection provided by Massey Services and to explain that Massey Services previously guaranteed their structure.
- Re-offer our termite protection programs and provide information regarding our other services.

1. **Specific Procedure**
    - Customer Care will run a Termite Cancelled Report listing all termite cancels by service center for the previous five years. (See Termite Cancelled Report)
    - A predetermined number of accounts(decided by Regional Manager and Customer Care Specialist) will be assigned for each service center for the month. Factors that will determine

the number of accounts assigned will include the following:

- Number of sales inspectors in service center
- Number of management personnel in service center
- Time of year/season
- Any other specific circumstances for the individual service center

- The number of assigned accounts will remain fixed until such time as a Regional Manager instructs Customer Care to change the mail out quantity.
- During the last week of every month, the Customer Care Specialists (by region) will prioritize the Cancelled Report by service center to determine which accounts will be assigned.
- Customer Care will send the attached letter to the “Current Homeowner” of each assigned account on the last day of every month. (See Current Homeowner Letter)
- Customer Care will send the attached Cancelled Termite Assignment Log to the appropriate service center with the names of all assigned accounts included on the log. This log is to arrive at the service center prior to month end so that the proper amount of time can be spent on the upcoming month’s sales plan.

2. **Contacting the Customer**
   - Note: In order for this program to be effective, it is essential that actual CONTACT be made with each current homeowner; therefore, current phone numbers must be obtained for each address. This could be the most challenging part of the program that requires the most management involvement and assistance. Service centers should implement specific times to call each week, which includes evenings and weekends. Furthermore, current cross-reference directories should be utilized to obtain current phone numbers. In certain situations, the Internet could be utilized to obtain these current numbers.
   - This program will be offered at current EPT (Extended Protection Treatment) program pricing.

3. **Internal Reporting**
   - Every Monday, service center administration will e-mail an updated and complete Cancelled Termite Sales Recap to their Regional Manager. At month end, the final sales recap for the month must be sent (showing month-end totals), along with the monthly assignment logs. The specific procedures for completing the Cancelled Termite Sales Recap are as follows:

- Service center: Insert the name and number of your service center in the space provided.
- W/E Date: In this column, enter the week-ending date for each week, using Saturday as the last day of the week.
- Number of Cancelled Accounts Assigned: Enter the total number of accounts assigned by Customer Care for your service center for the month in the column provided.
- Number of Accounts Contacted: Enter the total number of accounts you have successfully contacted, by telephone or in person (leaving a message on an answering machine does not constitute a CONTACT).
- Number of Accounts Proposed: Fill in the number of prospects inspected/proposed (do not include proposals given for other services in this column.)
- Proposals Accepted: Include all sales information in the “Proposals Accepted” area, indicating if a traditional or baiting treatment was sold. Enter the total number, dollars and renewal amounts for proposals accepted in both traditional and baiting categories.
- Conversion Rate: Divide the total combined (traditional + baiting) number of proposals accepted for the month by the number of accounts assigned

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