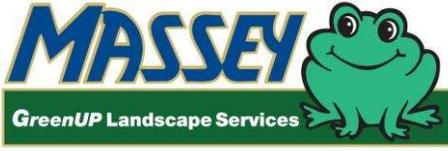


# VTM for Week Ending 1/26/2026

To have your VTM marked complete, you must exit and select that you read and understood the content.

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## WEEKLY TRAINING SESSION



### How to Resolve Customer Concerns

**Topic Category:** Customer Satisfaction

**Recordable Verifiable Training Hours:** 0.75

**Objectives:** This lesson is designed to teach how to resolve customer concerns.

**Length of lesson:** Approx 45 minutes.

**Materials needed:**

- Training Guideline
- How to Resolve Customer Concerns Training Document
- Two examples of a difficult customer situation from the recent past.
- Pre- and Post- tests.

**Training Guidelines:**

- Make copies of the tests and training materials for all Team Members attending.
- Set up the training area in an area of the office that will minimize disruptions.
- Begin the meeting by defining the training topic and handing out the Pre-test
  - Allow a few minutes for Team Members to complete the Pre-test.
  - Collect the pre-test and hand out the Verifiable Training Record Form (VTRF)
- Distribute and review the training materials on How to Resolve Customer Concerns.
- Each slide of the training document is a key point.
  - Encourage active participation from all Team Members
  - Elaborate on each point and give your own personal experiences.
  - Ask probing questions to develop key points
  - Encourage group reading
  - Role-play situations
- After reading and reviewing all materials, ask questions to verify the lesson has been understood.
- Hand out the Post-tests. When complete, grade the tests and record the score on the VTRF.
- Collect tests and place with the verifiable materials in the Service Center Verifiable Training File.
- Make copies of the VTRF and place in each Team Member's training file.
- Complete all Weekly VTM's through Massey University.



## How to Resolve Customer Concerns

### A 5-Step Approach to Solving Customer's Problems and Stopping Cancellations



## How to Resolve Customer Concerns

- There are two types of customer concerns; they may be “real” or “perceived”.
- What we consider to be “real” problems are issues that are in our direct control or are a contractual part of our service that we have not yet resolved.
- What we consider to be “perceived” problems are issues that are not in our direct control or are not a contractual part of our service, but the customer believes they are.
- Both of these types of concerns are “real” from the customer’s perspective.
  - It is the customer’s perspective that should be our concern.
- Both of these types of concerns are equally important to resolve if we are going to maintain our relationship with the customer.
- Often, a customer situation involves both “real” and “perceived” concerns.



## Step 1- Customer Focused Communication

- **Make a Good First Impression**
- Be aware that this first impression is your “moment of truth”. You only have one chance to make this first impression a good one.
- When you initially greet the customer:
  - Smile and look the customer in the eye.
    - Do not wear sunglasses.
  - Say “hello” using the customer’s name. State your name and inform them that you are from Massey Services.
  - Inform the customer that you are aware that they have a concern with their lawn.
  - Show concern through your tone of voice and facial expressions
  - Ask them how you can help.
  - Example, “Hello Mr. Jones; I’m Joe from Massey Services. I understand you have a concern with your lawn. How can I help?”



## Step 1- Customer Focused Communication

- Listen!
- Be prepared for the customer to express their concern.
- Listen to the customer
  - Allow them to *completely* voice their concerns.
  - Highly upset customers will need time to vent their frustration.
    - This is a very important step in the process.
    - Give the customer as much time as it takes to completely vent their frustrations. Even if what the customer is saying is not correct, do not interrupt them.

## Step 1- Customer Focused Communication

- When the customer is expressing their concerns, the primary thing you should be doing is to acknowledge that you are listening.
  - “Yes Ma’am/Sir”
  - “I understand what you are saying.”
- Make a mental note of all the customer’s concerns.
  - If the customer has many concerns, you may even need to write them down.

## Step 1- Customer Focused Communication

- Never correct a customer’s behavior.
  - **Do not** tell a customer they don’t need to yell or use bad language; let them vent.
  - There are no “bad words” that a customer can use that you have not either heard before or possibly used yourself; let them vent.
- If a customer is physically threatening or verbally abusive on a very personal level, inform the customer that you *really* want to get this problem resolved and you will need to get a manager involved. Then leave the property and inform your manager of the situation.



## Step 1- Customer Focused Communication

- Only after the customer has completely vented, it is your turn to talk.
  - They may start venting again. Allow them to do so without interruption.
  - The value of this customer's account is worth your time; whatever it takes.
- “Mrs. Jones, I completely understand your concerns. I am sorry that the problem has gotten to this point. I assure you that your satisfaction is very important to me and my company.”
- It may be appropriate to restate the customer's concerns to ensure you have complete understanding. “Let me make sure I have all the facts correct. Your concerns are....”
- Acknowledge each of their concerns, one at a time, from the beginning. You may find out that you did not fully understand their concerns.



## Step 1- Customer Focused Communication

- “Perceived” problems will typically be addressed simply through communication.
  - Example:
    - Customer: “I have your @\$%\$\$ lawn service and I am getting @\$%\$\$ earwigs inside my home. I know the earwigs come from the @\$%\$\$ lawn. How can I have @\$%\$\$ earwigs coming into my home if you are treating my @\$%\$\$ lawn correctly?”
    - Specialist: “Mrs. Jones, I understand your concern. However, in terms of the lawn care service we provide to you, earwigs are beneficial insects. They feed on chinch bugs. We actually do our best *not* to harm beneficial insects in the lawn. What we need to do is to resolve the problem of them getting into your home. Our Pest Prevention Service can do that for you. Let me have a representative give you a call to explain the benefits of that service to you.”

## Step 2- Investigate

- “Real” problems will require that you determine what is causing the problem.
- Asking the customer questions may be necessary. It is okay and appropriate to ask questions. Be careful how you phrase the question. You do not want the customer to feel that you are blaming them for the problem.
  - When did you first notice this problem?
  - Was there anything that may have happened before this problem occurred?
    - Construction?
    - Roof or concrete cleaning?
  - Has anything been done to try to fix the problem prior to calling us?
  - How quickly has the problem progressed?
  - How long has the lawn/shrub been installed in this location?

## Step 2- Investigate

- Investigate the area(s) of concern.
  - Focus on the 5 Key Principles
  - Look for the “usual suspects”.
  - If the problem is with a shrub or tree and the landscape was installed 5 years or less, consider installation issues such as dry root balls, bucket roots, girdling roots, planting depth, straps or ties strangling the trunk.
  - Remember that man-made problems move in straight lines and geometric patterns.

## Step 2- Investigate

- If you do not find the answer to the problem above ground, always look below ground...DIG.
  - Often, we discover the problem below ground simply because we looked.
  - You don't need to know what you are looking for in order to find the problem.
  - Look at the condition of the soil. Is it moist or is it dry?
  - Look at the roots of the turf, tree or shrub. Are they alive or dead?
  - Even if you don't find the problem, the customer will be impressed that you investigated so thoroughly.
- Ask the customer more questions if necessary.
- Inspect the rest of the property.
  - The last thing you want to do is to leave the customer with another concern that you did not address.

## Step 3- Offer Solutions

- Do not explain the problem to the customer without providing them with a solution.
  - This may involve selling the customer Irrigation Repair, Irrigation Maintenance or Renovation.
  - The customer wants an answer and solution to the problem. Do not assume that the customer wants the solution for free.
- If you are not sure what the problem is, it is okay to tell the customer you are not certain; provided you also tell them that you will continue to research the problem until you find an answer.
  - Get help from your manager or the Quality Assurance Team. They may be able to help steer you in the right direction over the phone or they will make a visit to the property with you.
- Make sure you get back to the customer with an answer.
- If you are certain of what the problem is *not*, it may be appropriate to let the customer know.

## Step 3- Offer Solutions

- **DO NOT** tell the customer what you “think it might be”. This often gets us in trouble. If you tell a customer that you think the problem might be something that we are directly or contractually liable for, the customer will assume that this answer is the correct one. If a manager gets involved later and the problem turns out *not* to be something we are directly or contractually liable for, the customer may believe that the manager is not telling the truth.

## Step 4- Document your Findings

- Document your findings
  - Provide the customer with a written explanation of the concern.
  - Provide the customer with a written action plan.
  - Return a copy of this documentation to the office for future reference.

## Step 5- Provide Resolution and Follow-up

- The resolution to the customer's concern is not always making an application.
  - Get to the bottom of the real problem
- If the problem is something we can make an application for, ensure that there is not an underlying issue that is influencing the problem. This would also need to be corrected.
- Always be conscious of Key Principles 1 – 4.
- We don't want this problem to occur again because we did not take the time to solve the underlying issue.

## Step 5- Provide Resolution and Follow-up

- Follow-up to ensure the problem is completely resolved from the customer's perspective.
  - Depending on the situation, this may be as simple as a phone call to the customer.
  - A pro-active visit may be necessary to ensure the problem has been resolved.



## Do Not Accept a Cancellation

- Never accept a customer cancellation.
  - “Mrs. Jones, I really hope you won’t cancel our service. We would like to make sure that every possible solution is offered to you by a manager. In fact, I am not authorized to cancel your account and it will remain active until you are able to speak with a manager. Is there a particularly good time for the manager to contact you? What is the best phone number and time for him to call? We really don’t want to lose you as a customer. I assure you, if any company can resolve this concern, we can.”



## Difficult Situation Resolved!

- If you follow this 5 step approach to solving customer’s problems and saving cancellations, you will achieve great success.
  - You will have more satisfied customers.
  - Your satisfied customers will tell their friends
  - You will increase your customer base.

## **Use of Aerosol Generating Equipment**

Over the past few months, there have been several incidents that occurred from the misuse of aerosol equipment. Aerosol generating equipment, also known as ULV (ultra-low volume) machines can only be used in specific situations. While many of these pieces of equipment are used more on the commercial side, there are times when the use is warranted in a residential setting. ULV machines are most commonly used in commercial kitchen/food preparation facilities settings when performing cockroach cleanout services. ULV machines should never be used in occupied offices, homes, apartments, retail centers, etc. They are to be used only in non-occupied settings such as vacant homes, apartments, attics or crawlspaces.

On the interior, the aerosol generating equipment used include the Actisol Machine or the B&G Portable Aerosol System (PAS) and Tri-Jet fogger. These pieces of equipment are designed to deliver product in ultra-low volume/very fine mist/fog into difficult to reach places such as wall voids, cracks and crevices and ceiling voids. Two other options within the pest management industry are thermal foggers and total release aerosols, both of which are not part of Massey's approved equipment or products.

ULV machines utilized oil based products (BP-100, BP-300, Pyrocide etc.) with leaves behind an oily residual that must be cleaned up by the Customer. If used in an occupied residential or commercial setting, the risk of exposure and possible harm (from slipping on oily surface) is great.

Guidelines for use:

- Prior to treatment of any area, Massey must communicate with the customer that once treatment is completed, all exposed areas of the treatment site must be wiped down to remove any oily residual. Once treatment is completed, this must also be documented on the Service Report.
- When treating commercial settings, the Customer must prep the area by performing the following. Prior to treatment, the Massey Services' Team Member must ensure that each have occurred.
  - All pilot lights must be turned off.
  - Air conditioners should be turned off to reduce the chance of off-target site drift.
  - All exposed food must be removed, placed in containers or covered to prevent contact with the product that will be applied.
  - Ornamental plants should be covered as oil based products can damage plants.
  - If aquariums are present, they must be covered and sealed. Filters must be shut off until the aerosol is no longer present.
- Residential: the areas that you will be treating must be vacant with no furniture, boxes, etc. present.
- Only those involved in the active treatment of the area are to be present.
- Those present must wear an approved respirator during treatment.

- After treatment, all doors, cabinets, storage areas, drawers, in the treatment area must be opened to allow for proper ventilation.

## **Interior Treatment Equipment**

### **B&G Portable Aerosol System**

- ULV/Fogger used for flying and crawling insects in commercial and vacant residential structures.
- Used to deliver oil based products
- 1 gallon tank connected to small air compressor
- The compressor will kick on and off throughout use to maintain a constant air pressure (30 psi)
- Pressure regulator will allow you to control the size of the droplets from ULV fog to heavy mist.



### Application Modes

- Aerosol and ULV Fogging: ensure the lever is on and the valve trigger is pressed. This will deliver air and liquid at the same time to produce the fine-droplet.
- Flushing: only air is delivered on this application mode. The valve trigger is not engaged.
- Pin Stream: Only the valve trigger is pressed. The air valve is not engaged.

### **Actisol**

Actisol machines work in the same way as the B&G PAS machine. It is used in the treatment of cracks and crevices to flush insects from harborage areas. There are 2 machines available: the Compact Unit and the Commercial Unit.

The Compact Unit is the smaller of the 2 options. It has a 28 oz tank and allows for a range of 12-20 psi. The flow rate at 12 psi is 0.49 oz/minute.

The Commercial Unit is larger, has an 80 oz tank and allows for a range of 15-30 psi. The flow rate is 0.56 oz/min @ 15 psi.



## Fogmaster Tri-Jet

The Fogmaster Tri-Jet is a cold-fogger that atomizes oil based liquids into fog or mist size droplets. Cold foggers are designed to apply liquid products in small droplets that remain suspended in the air. This allows for the product to impact flying pests and any crawling pests exposed to the product. The liquid flow rate determines the size of the droplets. It has a one gallon tank for holding the liquid product.

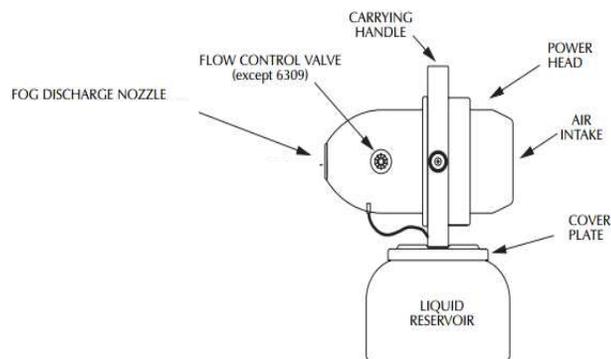


## Calibrating Fogmaster Tri-Jet

Most product labels recommend fogging from ½ oz to 2 oz per 1000 cubic feet.

To calibrate you must know the flow rate.

1. Adjust the valve for the desired pressure output.
2. Adjust the flow control valve to obtain the size droplet you want.
3. Place measured quantity of fogging liquid into the tank.
4. Operate the fogger for 60 seconds.
5. Measure the remaining liquid in the tank. From this, calculate the liquid used. This is the flow rate per minute.



Now we must calculate how long it will take to treat the area at the flow rate you just determined. For example:

1. Pressure is set at 15 psi. The space you are treating is 1000 cubic feet in size.
2. After letting the machine run for 60 seconds with a measured amount of product in it, you found that it used 0.32 oz. The flow rate is 0.32 oz/minute
3. The label states that you can treat with this product at a rate of 0.5 oz/1000 cubic feet.
4. How long will you have to run the machine to put the specified label rate out?

To accurately treat 1000 cubic feet at a rate of 0.5 oz, you will need to let the machine run at 15 psi for 1 minute and 33 seconds.

$$\frac{0.32 \text{ oz}}{60 \text{ seconds}} = \frac{1.375 \text{ oz}}{? \text{ seconds}}$$

$$\frac{60 \text{ seconds} \times 1.375 \text{ oz}}{0.32 \text{ oz}} = 258 \text{ seconds}$$

or  
4 minutes + 18 seconds

To accurately treat 1000 cubic feet at a rate of 1.5 oz you will need to let the machine run at 15 psi for 4 minutes and 41 seconds.

$$\frac{0.32 \text{ oz}}{60 \text{ seconds}} = \frac{1.5 \text{ oz}}{? \text{ seconds}}$$

$$60 \times 1.5 = 90 / 0.32 \text{ oz} = 281.25 \text{ seconds}$$

or  
4 minutes 41 seconds

**Remember, if you change products or adjust the psi, you will need to recalibrate the flow rate.**

How much product and how long would it take to treat an area that is 2750 cubic feet (using the same flow rate)?

We know that label rate is 0.5 oz. per 1000 cubic feet so it would take 1.375 oz. to treat 2750 cubic feet.

$$\frac{0.5 \text{ oz}}{1000 \text{ cubic ft}} = \frac{? \text{ oz}}{2750 \text{ cubic ft}}$$

Once you know how much product you will need, you now need to determine how long the fogger must run to treat 2750 cubic feet. Remember our flow rate was 0.32 oz. per 60

$$\frac{0.5 \text{ oz} \times 2750 \text{ cubic ft}}{1000 \text{ cubic feet}} = 1.375 \text{ oz}$$

seconds. So based on the amount of product needed to treat the 2750 cubic feet, the fogger will need to run for 258 seconds or 4 minute and 18 seconds.

## **Thermal Foggers**

Thermal foggers use heat (either generated by a gas or propane source) to burn off the oil in the oil based products, creating a vapor. When the vapor escapes the machine, it condenses the product into a fine fog that enters the area being treated. Thermal foggers can become very hot and some will project a flame when in use. For this reason, they are not a part of Massey's Pest Prevention Program. If you have any thermal foggers, you must take them out of inventory.

## **Total Release Aerosols**

There are a few Service Centers with total release aerosols in inventory, such as Speckoz Evercide. Any Service Center with this product must discontinue use immediately. These types of products are intended to fill a large volume of space and enter cracks and crevices where insects harbor. The release of this product is uncontrolled and not as effective as compared to the use of an Actisol or B&G PAS machine.

## **Exterior Treatment Equipment**

### **Gas Powered Backpack Sprayers**

In some Service Centers, gas powered backpack sprayers are used to complete mosquito treatments. The machine applies the product in the form of a fine mist as compared to the larger droplet created by the hand-pump backpack sprayer and uses less product (without sacrificing coverage). The fine mist created coats surfaces used by mosquitoes as resting places.

### **Equipment Maintenance**

All equipment must be maintained per appropriate manuals.



# Casemaking Clothes Moth

- Silken cases are cigar shaped
- Cases usually found in cracks/crevices: not in infested material
  - Check around doors and nearby air ducts
- Larvae attack primarily materials of animal origin
  - Feathers, wool, felt, taxidermy mounts, natural hide products, etc
- Adults do not feed



# Casemaking Clothes Moths

- Biology
  - Adult female moth mates upon emergence and begins egg laying the next day

# Casemaking Clothes Moths

- Biology
  - She can lay up to 83 eggs before her death in 3-8 days



# Casemaking Clothes Moths



**Actual Size Compared to a Dime**

# Casemaking Clothes Moths

- Biology
  - Eggs will be laid most often on woolens



# Casemaking Clothes Moths

- Biology
  - Larvae live 1-3 months, molting up to 11 times before pupation
  - Pupa lasts 9-19 days
  - Entire life cycle takes 1.5 - 4 months



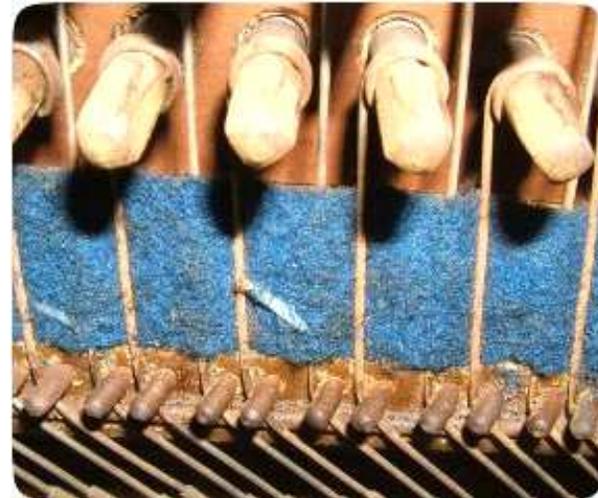
Casemaking Clothes Moth



Household Casebearer

# Casemaking Clothes Moths

- Habits
  - They eat materials of **animal origin**: feathers, wool, rugs, fur, taxidermy mounts, piano felt, pet fur
  - They eat materials of **plant origin**: tobacco, herbs, nuts



# Casemaking Clothes Moths

## ▣ Habits

- Adult moths hate light;
- Occasionally they can fly down the chimney and hide in dark areas of the home like under the sofa or in a closet



# Casemaking Clothes Moths

## ▣ Habits

- Females often lay eggs at the edges of natural fiber carpets
- Larvae crawl under the edge of the carpet to begin feeding and creating their cases



# Casemaking Clothes Moths

## ▣ Habits

- Larvae spin webbed material around their bodies for protection out of the materials they eat
- These cases are therefore a clue as to the source



# Casemaking Clothes Moths

- Habits
  - Inspection can easily locate larvae by lifting up the carpet edges and looking on the floor below for droppings that look almost like drywood termite droppings the color of the carpet in small piles



# Casemaking Clothes Moths



# Casemaking Clothes Moths

- Habits
  - Unlike other moths, they climb up and hang under furniture or on the ceiling over their nearby feeding site



Casemaking Clothes



Casebearer



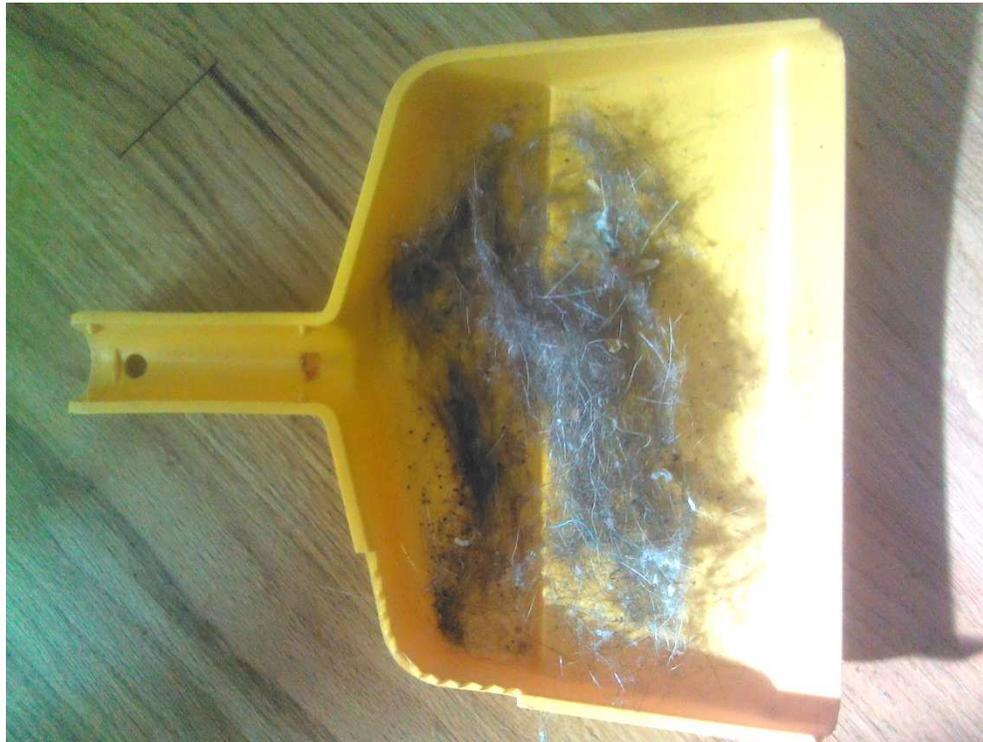
Indianmeal

# Casemaking Clothes Moths

- Inspection –
  - Always look for hanging clothes moth cases
  - Always look inside pianos at the felt
  - Always inspect woolens
  - Always inspect under perimeter edges of natural carpets
  - Always issue a “Fast Facts” on the moths, even if none are found when natural fiber carpets are present
  - Ensure the customer vacuums all natural fiber carpets weekly, including the underside where possible. The carpets should be cleaned/mothproofed annually
  - Ensure the customer dry cleans all woolens and places them in plastic zippered suit bags

# Casemaking Clothes Moths

- Inspection –
  - Look for pet hair and ensure it is cleaned up:



# Casemaking Clothes Moths

- Inspection –
  - Look for pet hair in cracks around baseboards



# Casemaking Clothes Moths

- Inspection –
  - Look for pet hair under large pieces of furniture



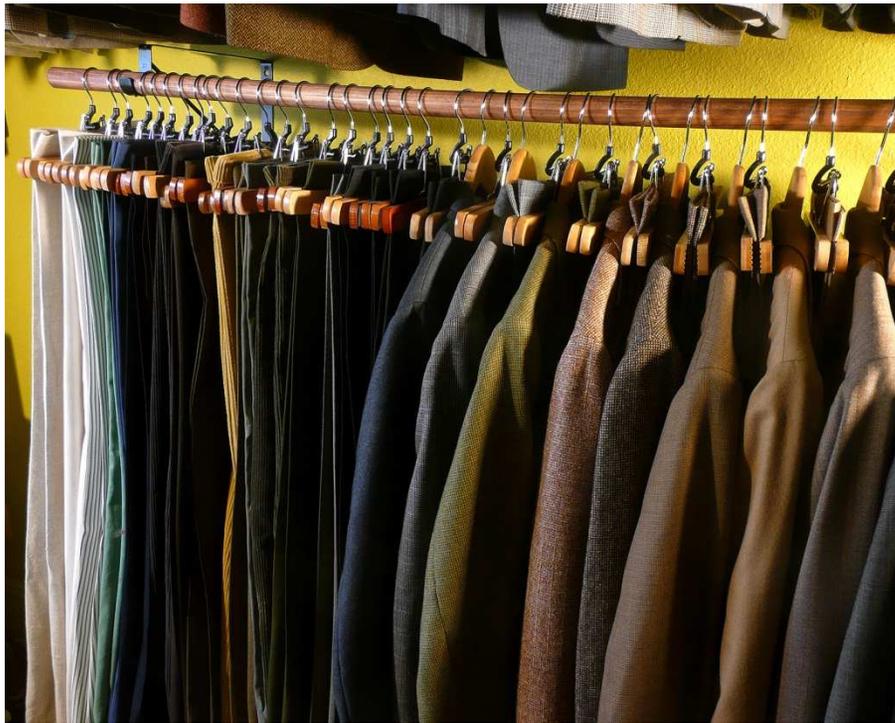
# Casemaking Clothes Moths

- Inspection –
  - Look for pet hair or debris down in floor-mounted heater/air vents and ensure it's vacuumed out



# Casemaking Clothes Moths

- Inspection –
  - Check inside closets for woolens, felt and natural items:



# Casemaking Clothes Moths

- Prior to Treatment
  - ENSURE YOUR DIAGNOSIS IS CORRECT



Cases hang freely below surfaces

# Casemaking Clothes Moths

- Prior to Treatment
  - ENSURE YOUR DIAGNOSIS IS CORRECT



Cases are cylindrical



not flattened

# Casemaking Clothes Moths



Cases are almost never plaster colored but colored like the material that was eaten

# Casemaking Clothes Moths



A visible chrysalis is never seen inside the case

# Casemaking Clothes Moths

- Facts about physically damaged clothing:
  - Front-loading washers implicated in higher % damage to clothes
  - Use of touch-up “shout “etc. prior to wash
  - Heavy use of high efficiency (HE) detergents
  - Mixing metal and zippered items with cottons
  - Battery acid and caustic cleaners getting on shirts weaken thin cotton shirts to point of tiny “holes”
  - Use of larger name tag pins on shirts

# Casemaking Clothes Moths



**Damage from spin cycle  
holes**

# Casemaking Clothes Moths



**Poked by coat hangers**

# Casemaking Clothes Moths

Prior to Treatment

Whenever clothes moths are found the following recommendations are made:

- Infested items and carpets should be removed from the home and taken to the cleaners to be washed/moth proofed ...OR,
- In CFL, we recommend Jim Rowland Carpet & Tile: 407-252-7222 who can come out to clean on site



# Casemaking Clothes Moths

Prior to  
Treatment

Vacuum under  
all furniture,  
open cabinets  
and ceiling areas  
of all moth cases



# Casemaking Clothes Moths

Prior to  
Treatment

Vacuum all areas,  
especially  
baseboards and  
wherever pet hair  
or dust from  
woolens  
accumulates



# Casemaking Clothes Moths

- Massey's Treatment
  - 90-Day Service Program
  - Guarantee to control population in 90 days if recommendations are followed
  - Residual spot & c/c/ treatment initially
  - Placement of pheromone traps
  - Pro-active inspections at 10-14 day intervals until catch remains 0 or +1 for 2 consecutive inspections

# Casemaking Clothes Moths

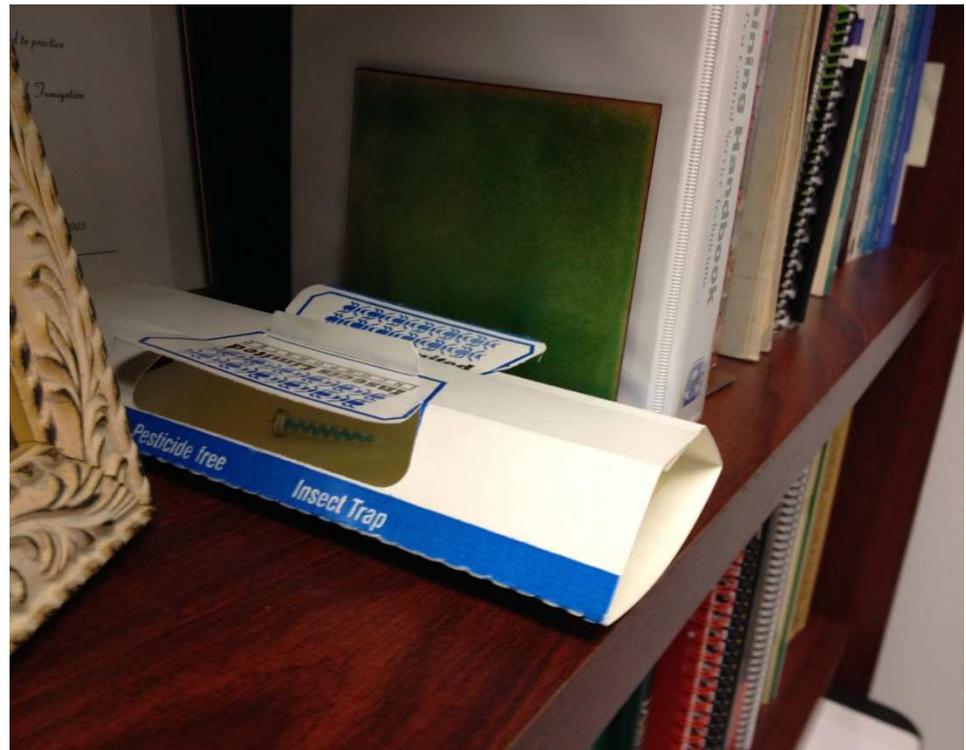
- Massey's Treatment
  - The customer needs to prepare per Fast Facts
  - Then we will apply a spot & c/c liquid residual application per our indoor residual rotation chart and the same day place out pheromone traps
  - Treat cracks, crevices, under baseboards, under furniture, but not on oriental carpets and not all over floors
  - The program ends when no more than one moth is caught in a 20-28-day period

# Casemaking Clothes Moths

- Massey's Treatment
  - If trap counts increase, it indicates a source still remains - possibly:
    - In air ducts or attic related
    - Coming down from a source up in the chimney (area can be blocked and monitored)
    - Hidden hair/dust accumulation

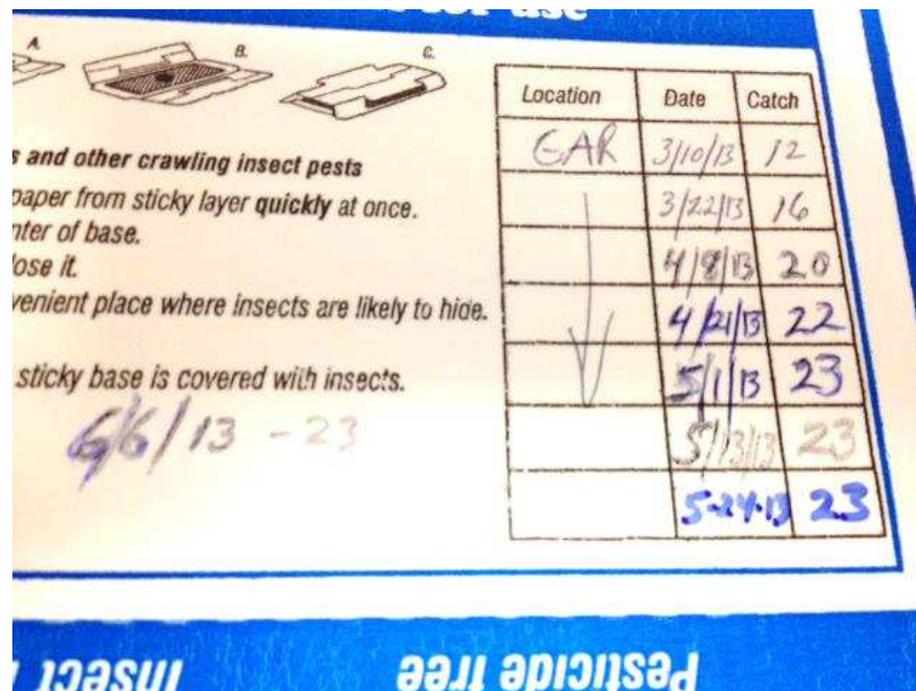
# Casemaking Clothes Moths

- Massey's Treatment
  - Pheromone Trapping:
    - Use IL-120-10 Webbing Clothes Moth Kit ordered from Purchasing which also work for casemaking moths.
    - Place 1 lure in center of trap
    - Traps catch just male moths



# Casemaking Clothes Moths

- Massey's Treatment
  - Place 1 trap per 1,000 square feet
  - Inspect every 10 -14 days
  - Date the trap
  - Count and then record on the trap the total number of moths caught on proactive visits
  - Replace the trap when it is impossible to count the moths



# Casemaking Clothes Moths

- Charges
  - **Charges are based on time and materials**
  - Always add \$13 per trap. Traps last up to 6 months but may fill up and need replacement

# Casemaking Clothes Moths

- Main Take-Aways:
  - Inspectors quoting pest prevention in homes with natural fiber carpets, pianos or lots of woolens should always give the customer a fast fact sheet on casemaking clothes moths. Techs should give them another one if moths are seen after a long period
  - Occasionally, the infestation will be inaccessible: (the attic/eaves/chimney/voids/under insulation)
  - Rule out attic area/chimney area by monitoring
  - Always charge \$13 per monitor trap placed

# Clothes Moths

## Keys to control:

- Proper identification
- Good inspection
- Close/seal off flume in fireplace to keep moths from coming in from bird nests
- Recommend dry cleaning of infested materials
  - This will kill all life stages
  - Place dry cleaned woolens in zippered plastic suit protectors
- Have all oriental carpets moth-proofed by local carpet cleaner
- Vacuum all infested areas
- Pheromone traps to monitor males
- Vacuum oriental carpets on both sides weekly for prevention