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December 2012

Wasp Washout



SDK Comments

As evidenced from the BPCA 2012 Annual Survey, the number of pests that are being dealt with is increasing incrementally.

However, SDK believes that this is not always reflected in the number of residents using subsidised Council services. With so many headlines of Councils cutting or restricting services including pest control, we feel that this could be driving customers away under the belief that no service now exists. Where services has been preserved SDK believes that these councils should seize on the opportunity to actively promote the benefits of using their retained services.

SDK has appointed two experienced sales and marketing executives who are now available to assist our contracted Councils with initiatives to promote the service.



Reviewing of pest statistics for both our own Dial A Pest services and our contracted local authority clients has made for worrying reading in relation to wasp nests during this 2012 summer season.

In a normal season, if there is now such a thing, we would expect to peak at three hundred and fifty plus nests treated a day and average about eight hundred a week. Our busiest week this year resulted in just one hundred treatments.

This was not specific to one particular location but widespread across all of the areas we cover. We feel this cannot be attributed to the current economic climate, as even where we are contracted to deliver this service free of charge to council residents, demand was extremely low.

Was the weather the reason for the low levels of callouts for wasp nest treatments, it certainly seems a possible culprit.

The negative impact this year on income for pest control companies and council service budgets could be significant, especially those that rely on wasp nests treatments as a steady and guaranteed income stream and or to cross finance overall pest service delivery.

Could this be repeated next summer, there must at least be strong likelihood of a knock on effect so :

We have all been warned!

Insects Bite Back

We have also seen a perceptible increase, year on year for spray treatments of bedbugs and fleas. Bedbugs are becoming increasingly difficult to eradicate and we are convinced that a significant factor in controlling infestations is the failure by customers to follow all pre and post preparation advice, which can hinder, or compromise the treatment.

Through our new enhanced communication methods we have improved our ability to provide customers with essential actions required before treatment takes place, which has led to measurable reductions of retreats.





The increase from five to seven day administrative support has been well received by customers as has the on-line booking request and call back service and which we can report use is building.

Seven councils have already adopted this free solution with its direct council web links to our new purpose built and hopefully informative Dial A Pest web site.



Buy With Confidence

We have also received accreditation for the Trading Standards operated Buy with Confidence Scheme. This permits us to proudly display the Buy With Confidence logo, which confirms that we are Trading Standards Approved.

This standard tests full compliance with all lawful trading practices and our accreditation has, in our view, externally affirmed our commitment to delivering quality services to our customers. This is backed by comprehensive and transparent customer complaints procedures and systems.



EXOR / CHAS

Both EXOR and CHAS accreditation have been achieved following independent systems audit, demonstrated compliance with relevant health and safety legislation, employment legislation, robust operational procedures and sound financial standing, again areas of best practice were noted. Both schemes are members of Safety Schemes in Procurement (SIPP) and accreditation is accepted by many Council Procurement departments as automatic pass for pre qualification questionnaires.



BPCA MEMBER AUDIT

As full members of the BPCA we are required to co-operate and facilitate in an on-site and field based audit by an appointed independently qualified assessor.

This is to ensure that all members operate and provide services in accordance with the Associations strict code of practice and is a pre-requisite for continuing membership. No partial or concerns were raised in the audit report.



CONSTRUCTIONLINE

Constructionline assesses health and safety compliance, quality assurance, HR systems and procedures and is endorsed by the Department for Business, Innovation and Skills. This accreditation provides a useful alternative to PQQ criteria as boilerplate questions meet the required standard set.



SDK successfully renewed its PCI/DSS certification until September 2013

SDK Launches CRM System For Superior Service

Our CRM system was installed in January 2012 and then further developed to meet our specific needs, going on-line and live in April. Thereafter it was quickly rolled out to encompass all Council contracts and Dial A Pest customers on a programmed basis.

Search facilities have been enhanced and we are now able to create a customer record, access all our technicians diaries, book an appointment including re-visits, create an invoice for both the customer and Client if necessary and then send a confirmation and useful information by e-mail to customers automatically.

This all occurs at first contact and within our target two minutes thirty second window with the customer option to be transferred



to our secure payment team to also pay for the treatment in advance by debit or credit card. Phase two development is under way and in November we commenced attaching copies of treatment sheets to each customer record along with returned quality assessment cards.

Through the use of technology and new PDA's

issued to all technicians, we are also now able to report on any issues relating to wider environmental health/ public health hazards on a real time basis electronically via Company Microsoft 365 cloud based accounts; updating clients copying survey report forms with suggested actions and treatment plans.

SDK Awarded Customer Service Excellence



SDK proudly displays the CSE logo

Our Customer Service Excellence audit was conducted on 25th & 26th June. This allowed our auditor to assess both the administrative and operational aspects of the services that we provide. The audit recommended the award of the standard to SDK and identified a number of areas where SDK adopted and indeed innovated to achieve best practices, the recommendation and formal approval was that

SDK exceeded the standard in a number of criterion and achieved no partial compliances.

Further to this, a number of areas were identified as transformational practice as industry leading and recommendations were made for referral to the Cabinet Office. A copy of the auditors report is available to review on our new website www.sdke.co.uk



Further News

Customer Satisfaction

We are delighted to advise that we have again not only met or exceeded our Customer Charter service promises to our DAP customers, but to all our Council contracts and their residents.

SDK Wins!

We are delighted to report that SDK has been awarded three new Council contracts, had eight existing contracts extended and re-secured a further three following competitive tender.

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