Case Study: Your Local Termite and Pest Control

Business Name: Your Local Termite and Pest Control
Location: Gold Coast, QLD
Owner: Moira Scott
Phone: 0417 904 372
Industry: Pest Control

Live since January 2025, this 3-person team punches well above its weight.

- 📲 **153 inbound calls** fielded, with **145 outside hours,** nearly all customer contacts handled while the team was out on jobs.

- 🌱 **114 new leads** captured, a major boost to their weekly job flow, without any extra admin effort.

- 🚨 **7 urgent jobs** booked, these are often same-day or high-revenue opportunities that previously slipped through the cracks.

- ⏱️ **4 hours of total call time**, mostly outside hours (**234 minutes**).

- 🔁 **38 follow-up calls** received, proof that customers are returning and Sophiie is helping build trust and consistency.

- 🚫 0 marketing calls Sophiie kept the line clean for real customers.

Your Local Termite and Pest Control is a family-owned business on the Gold Coast, dedicated to helping homeowners and businesses stay free from termites and other pests. As the business grew, managing call volume became increasingly difficult, especially during busy seasons.

With enquiries coming in at all hours and no one available to answer every call, opportunities were slipping through the cracks. Moira knew they needed a better solution—one that wouldn't just patch the problem but actually support the team in a meaningful, consistent way.

Since introducing Sophiie, things have completely turned around. Every call is now answered promptly and professionally, even during peak times. Moira describes it as "an absolute game-changer for our pest control business," with Sophiie seamlessly integrating into their workflow.

One of the biggest wins has been reliability. "She hasn't missed a single call since we started using her." The team no longer has to worry about being away from the phone or losing jobs to competitors. Every enquiry is tracked, followed up, and logged with detail.

The dashboard and transcripts have also been a major plus. "The detailed notifications, complete with call transcripts, are invaluable. They allow us to quickly review customer

needs and get back to them efficiently." It's made a real impact on response times and overall customer satisfaction.

Moira also speaks highly of the support team behind Sophiie. "They are always responsive and helpful, making the entire experience smooth and stress-free." For her, it's not just the technology, it's the partnership.

With Sophiie handling calls like a true team member, Moira and her staff are free to focus on delivering great service in the field. As she puts it:

 "We highly recommend this digital assistant to any business. It's like having an extra team member dedicated to answering calls, allowing us to focus on what we do best: serving our customers."

Moiras Review

Sophiie has been an absolute game-changer for our pest control business! For the past month, this digital assistant has seamlessly integrated into our call-handling process, ensuring we never
miss a potential customer. Before Sophiie, we struggled to keep up with incoming calls, especially during peak seasons. Now, thanks to Sophiie, every call is answered promptly and professionally.

What's truly impressive is Sophiie's reliability. She hasn't missed a single call since we started using her! The detailed notifications, complete with call transcripts, are invaluable. They allow us to quickly review customer needs and get back to them efficiently. This has significantly improved our response times and overall customer satisfaction.

Beyond the technology itself, the support team behind Sophiie is fantastic. They are always responsive and helpful, making the entire experience smooth and stress-free.

If you're looking for a reliable and effective solution to manage your incoming calls, look no further than Sophiie. We highly recommend this digital assistant to any business! It's like having an extra team member dedicated to answering calls, allowing us to focus on what we do best – serving our customers.