

# Customer follow-up and reminder communications

Automatically sends targeted follow-up communications and service reminders to customers based on their treatment history and scheduled maintenance cycles. Improves customer retention and ensures timely service delivery while reducing manual communication tasks.

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## WORKFLOW TRIGGER

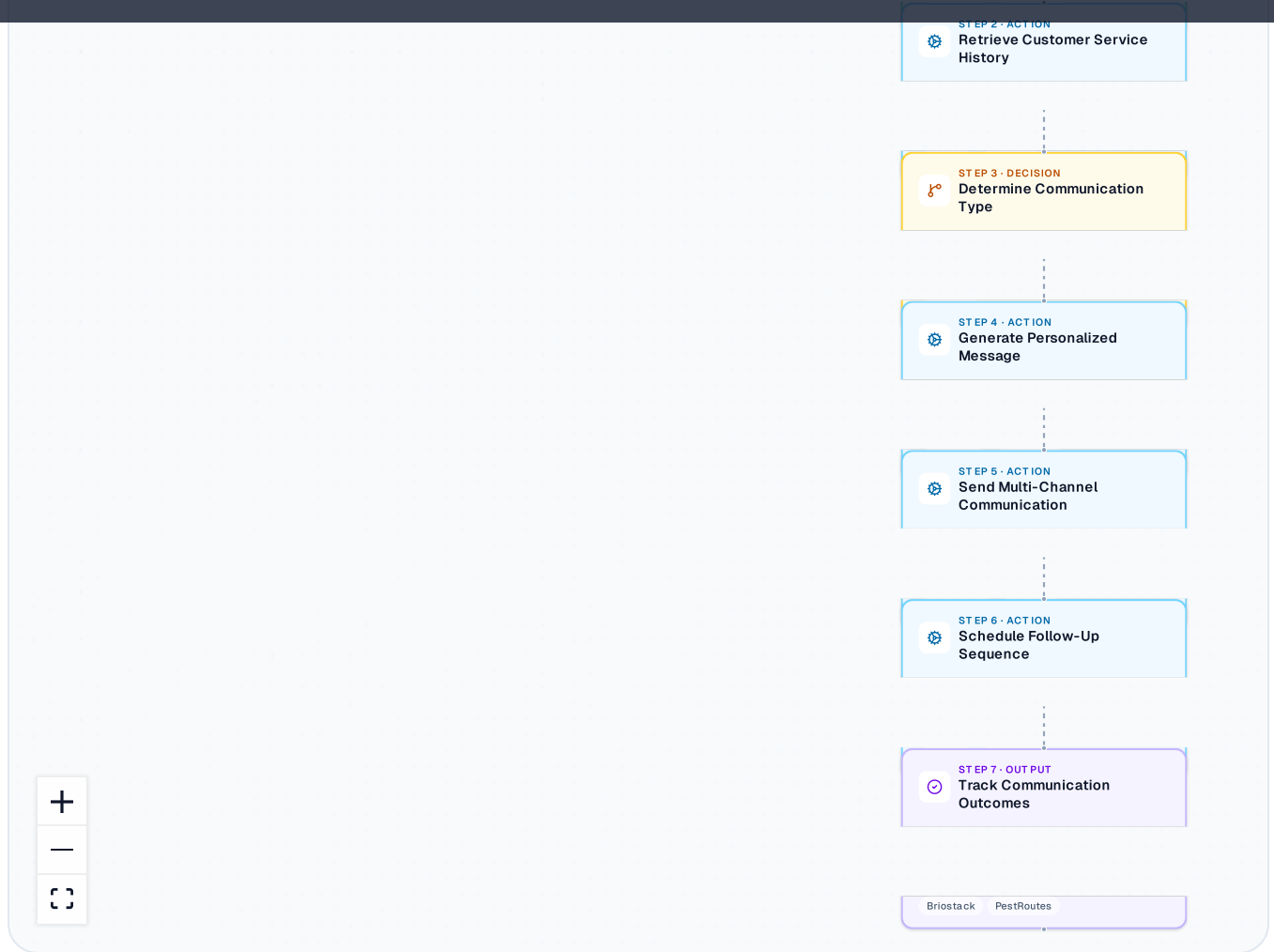


Service completion is logged in pest management system or scheduled service date approaches

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.

**STEP 1 - TRIGGER**  
Service Event Detection



## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Service Event Detection

Monitors pest management system for completed services or upcoming scheduled appointments. Triggers follow-up sequence based on service type and customer preferences.

PestRoutes

FieldRoutes

2

 ACTION

## Retrieve Customer Service History

Pulls complete treatment records, service frequency, pest types treated, and customer communication preferences. Gathers data needed for personalized messaging.

PestPac

ServSuite

3

 DECISION

## Determine Communication Type

Evaluates if this is a post-treatment follow-up, preventive maintenance reminder, or re-treatment notification. Routes to appropriate messaging template based on service context.

Briostack

4

 ACTION

## Generate Personalized Message

Creates customized communication including treatment details, next service date, pest prevention tips, and satisfaction survey. Adapts content based on pest type and season.

WorkWave

PestRoutes

5

### Send Multi-Channel Communication

Delivers message via customer's preferred method (email, SMS, or automated call). Includes service summary, prevention recommendations, and easy scheduling links.

FieldRoutes

ServSuite

6

ACTION

### Schedule Follow-Up Sequence

Sets automated reminders for satisfaction surveys, next service appointments, and seasonal pest prevention tips. Creates recurring communication schedule based on treatment frequency.

PestPac

WorkWave

7

OUTPUT

### Track Communication Outcomes

Logs delivery status, customer responses, appointment bookings, and satisfaction scores. Updates customer profile with engagement data for future communications.

Briostack

PestRoutes



## Outputs

- Automated follow-up messages sent to customers
- Scheduled reminder sequences created
- Customer engagement and satisfaction data captured



## Key Metrics

- Customer response rate percentage
- Follow-up appointment booking rate
- Customer satisfaction scores



## Tools & Integrations

- PestRoutes
- FieldRoutes
- PestPac
- ServSuite
- Briostack
- WorkWave

## AI Business OS

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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