

Transforming Pest Management Productivity

Burns Pest Elimination integrated Skyhawk's Trapmate into its rodent program, to spectacular results

In today's competitive pest management landscape, finding ways to improve efficiency, accountability and client satisfaction is a never-ending challenge. For Jeff Keller, technical director at Burns Pest Elimination, integrating Skyhawk's Trapmate has proven to be a gamechanger. With over 23 years in the industry, Keller's expertise spans both commercial and residential settings — giving him a unique perspective on what innovations truly make a difference.

With 127 field technicians and a clientele split roughly 60/40 between commercial and residential accounts, the Burns Pest Elimination team understands the pressure to deliver rapid, reliable service.

"During COVID-19, when our hospital and assisted-living clients had to cut back on our visits, we couldn't go in and do our regular checks," Keller recalls. "With Trapmate's technology, we would get a cell signal and a text message alerting us that we have a trigger. Then we were able to make arrangements."

This responsiveness became crucial even as regulations and customer needs shifted back to normal, he adds.

Trapmate's sensor technology offers Keller's team real-time alerts and actionable data, eliminating unnecessary site visits and increasing overall productivity. For residential accounts in particular,

this has been a blessing, he says.

"People don't want to always take off from work to make arrangements for us to go there and check whether we have something trapped in their attic," Keller continues "They love the idea that we'll notify them when it's time to remove something from the traps first, versus us just going to show up and wait until we find something."

Since deploying Trapmate, the effect on operations has been substantial. With traditional trap checks replaced by instant sensor alerts, technicians can now handle more accounts efficiently, with less wasted time and effort.

"We're able to increase probably a good 30 percent to 40 percent more productivity per tech," Keller reports.

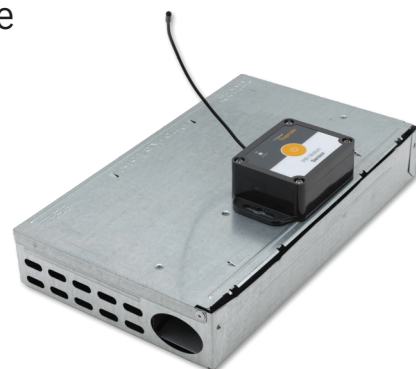
Keller's counsel to peers is direct: "Don't discount it. You have to give it a shot. It's very easy to fit into any program if you put the effort into implementing it."

As Burns Pest Elimination now stocks 100 sensors per branch to meet demand, Keller sees the Trapmate solution as integral to his team's ongoing success — and encourages others in the industry to explore how it can work for them. He also emphasizes the importance of embracing new technology.

"You're going to set yourself apart," he concludes. "I just highly recommend Trapmate."



Jeff Keller



Rodent Battle

COMPANY: Burns Pest Elimination

BATTLEFIELD: 60 percent commercial, 40 percent residential

WAR STORY: Keller shared a standout case of a sprawling independent living facility plagued by persistent rodent issues.

"They were dealing with a rodent issue for about four or five years with a different company, and it never seemed to get better. They started to become really frustrated," he recalls. Upon switching to Burns and adopting Trapmate, everything changed.

"One of the key things that sets Skyhawk apart is their heat map and data," Keller says. "We were able to show the client that, within four weeks, the red on the map was getting smaller, which means that we were being successful."

This visual, data-driven approach, he says, won the client's buy-in and trust.

WEAPON OF CHOICE

PROVEN SOLUTION: The Trapmate Hub and Sensors Solution from Skyhawk Trapmate

WEBSITE: [Trapmate.ai](https://trapmate.ai)