TACKLING THE HORNET'S NEST

to

drive digital transformation

BPCA
British Pest
Control
Association

BPCA'S MISSION

Driving excellence in pest management.

REPRESENT

the industry's voice at every level in society

We show and tell the world just how amazing BPCA members are.

SUPPORT

members to be the best, most profitable pest companies they can be

We assist and encourage members to meet high standards.

ASSURE

service users they're in safe hands when choosing a BPCA member

Members' clients are given confidence by those high standards.

2

730 MEMBER COMPANIES

6k PEST TECHS

14k FREE FOLLOWERS

BPCA
British Pest Control Association

Est. 1942

CPD and training

BS EN 166 36 Assessments and compliance

Courses and qualifications

PPC Publications and news

Events and tradeshows

Benefits and self-service

OUR SYSTEMS

CMS x3	CPD diary	CRM	LMS	Payments x 2	App x 2	Social scheduler
Marketing software	Phones	Print Shop	Quest	Office 365	EMS x 2	Surveys

STAGE 1

MAP THE SYSTEMS
(AS IS)

KEY

|			
⟶	Data flows this way automatically (integrated)	(orange arrow)	Redirects to
⇢ (dashed)	Data is manually input this way	(red arrow)	Manual process
(red dashed box)	New or pending system	(yellow box)	Integrated process
CRM	System or technology	Event booking	Function
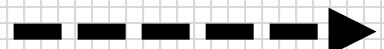
LINK

6
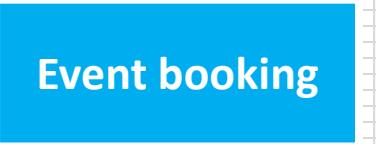
STAGE 2

PAIN

DATA IS HARD TO
GET IN AND OUT

PROCESSES ARE REPEATED
ACROSS MULTIPLE SYSTEMS

CUSTOMER EXPERIENCE
IS MUDDLED

STAGE 3

IMAGINE A PERFECT SYSTEM

LINK
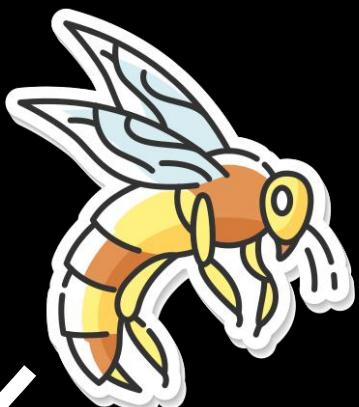
STAGE 4

WORK WITH
CURRENT SUPPLIER

SHOW AND TELL

Identify knowledge gaps and features we weren't using

Price up mini-development projects

Advise on moving CRM

We ended up with...

83 pages of processes

32 steps identified for booking a training course

f̶REDACTED̶k worth of suggested project spend
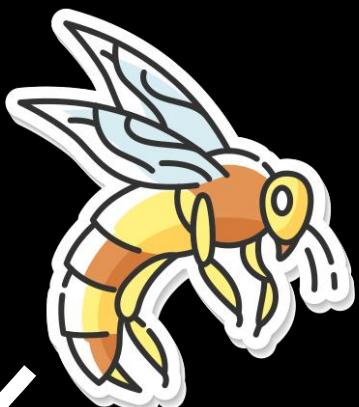
STAGE 5

MAP OUT
PERFECT PROCESSES

KEY

Communication

Decision

Process start / end

Update CRM

Human check/ process
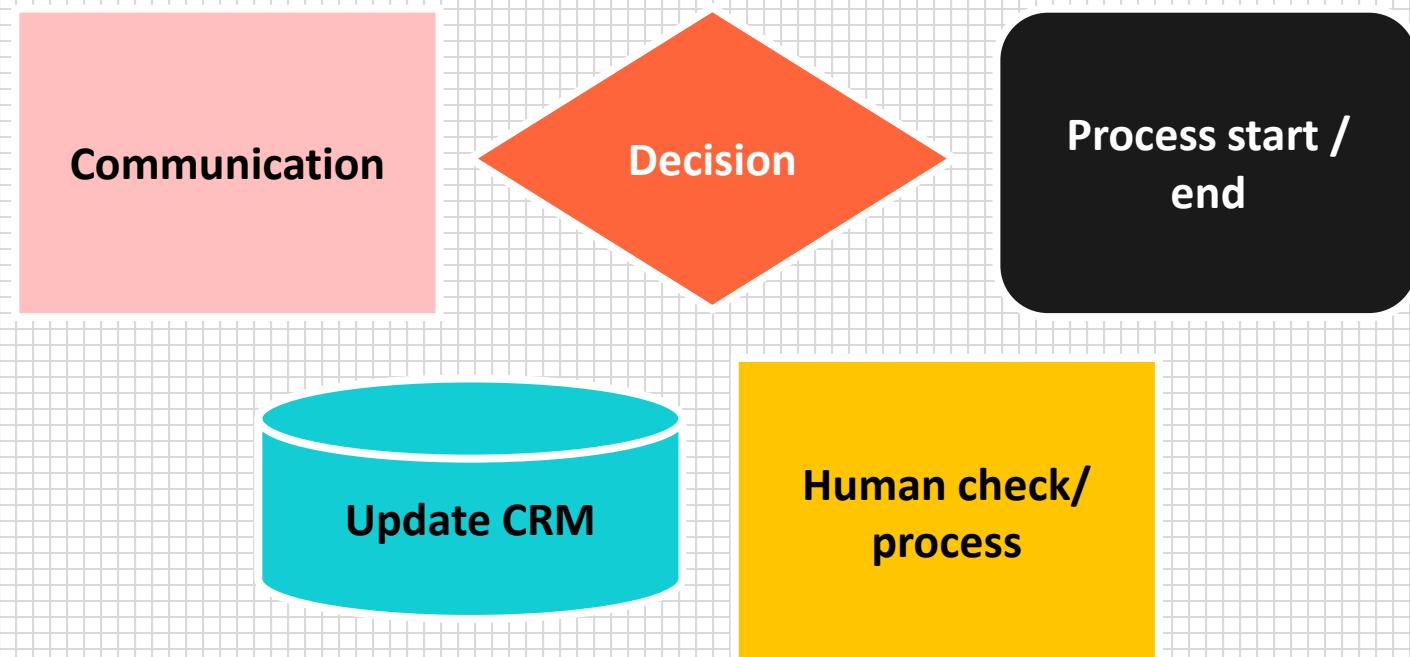
THINK LIKE A DEVELOPER
THINK LIKE A MARKETER
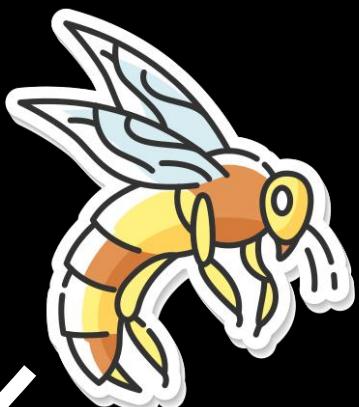
STAGE 6

DOCUMENT REQUIREMENTS

System map

Process document

Ideal processes

Product research

BPCA
British Pest Control Association

BPCA Association Management Software - 2024

Requirements document and invitation to pitch

www.bpca.org.uk
Driving excellence in pest management
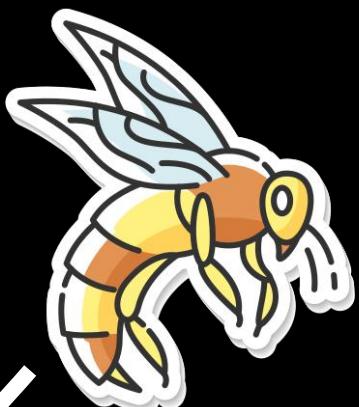
STAGE 7

SHARING

EXPECTATIONS

OUR "SCRIPT"
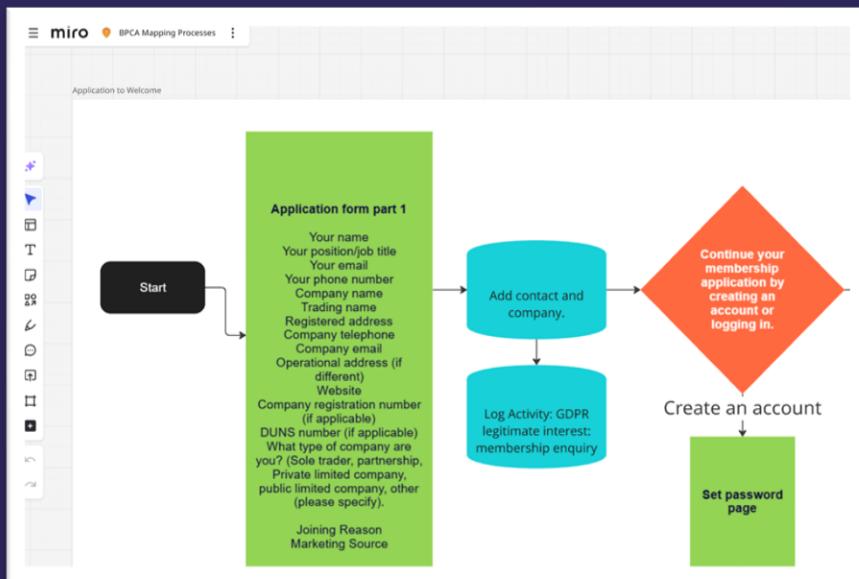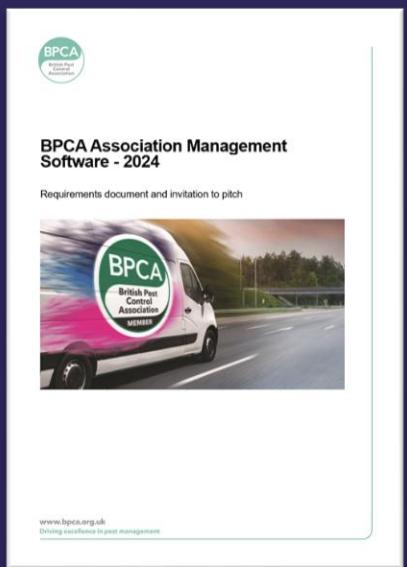
Hold ourselves and the supplier accountable

OUR "VISION"
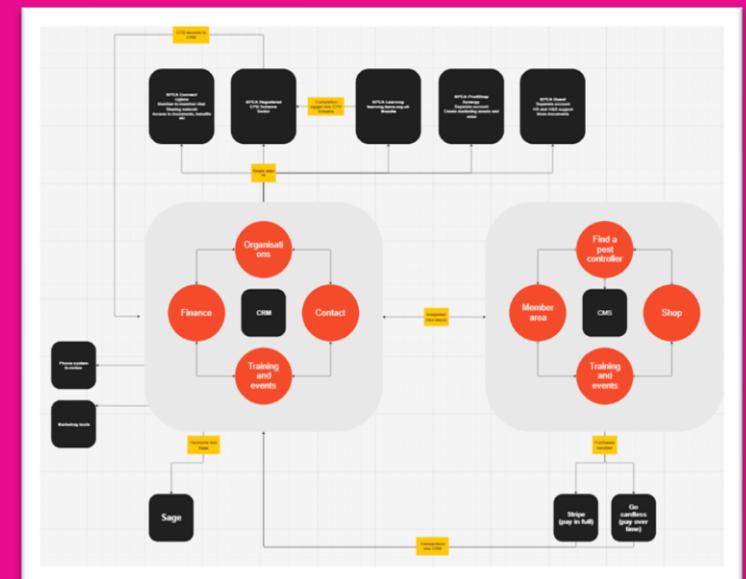
Ideal systems maps

Our "Go Live" renewals plan at BPCA HQ.

Miro　**Scribe**

DOCUMENTING PROCESSES

Google Drive　**Loom**　XD (Photoshop or Paint)

FEEDBACK　**DRAWING STUFF**

21

RECAP:

1. Map your systems	**6. Document requirements**	**7. Share expectations**
2. Pain	**5. Map out perfect**	**...?**
3. Perfect system vision	**4. Gap analysis**	
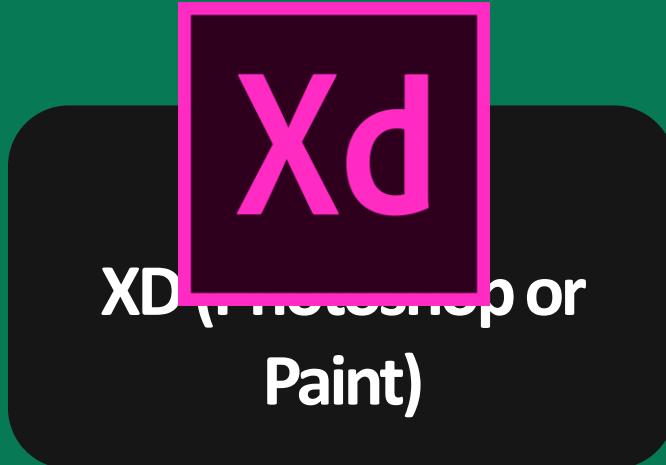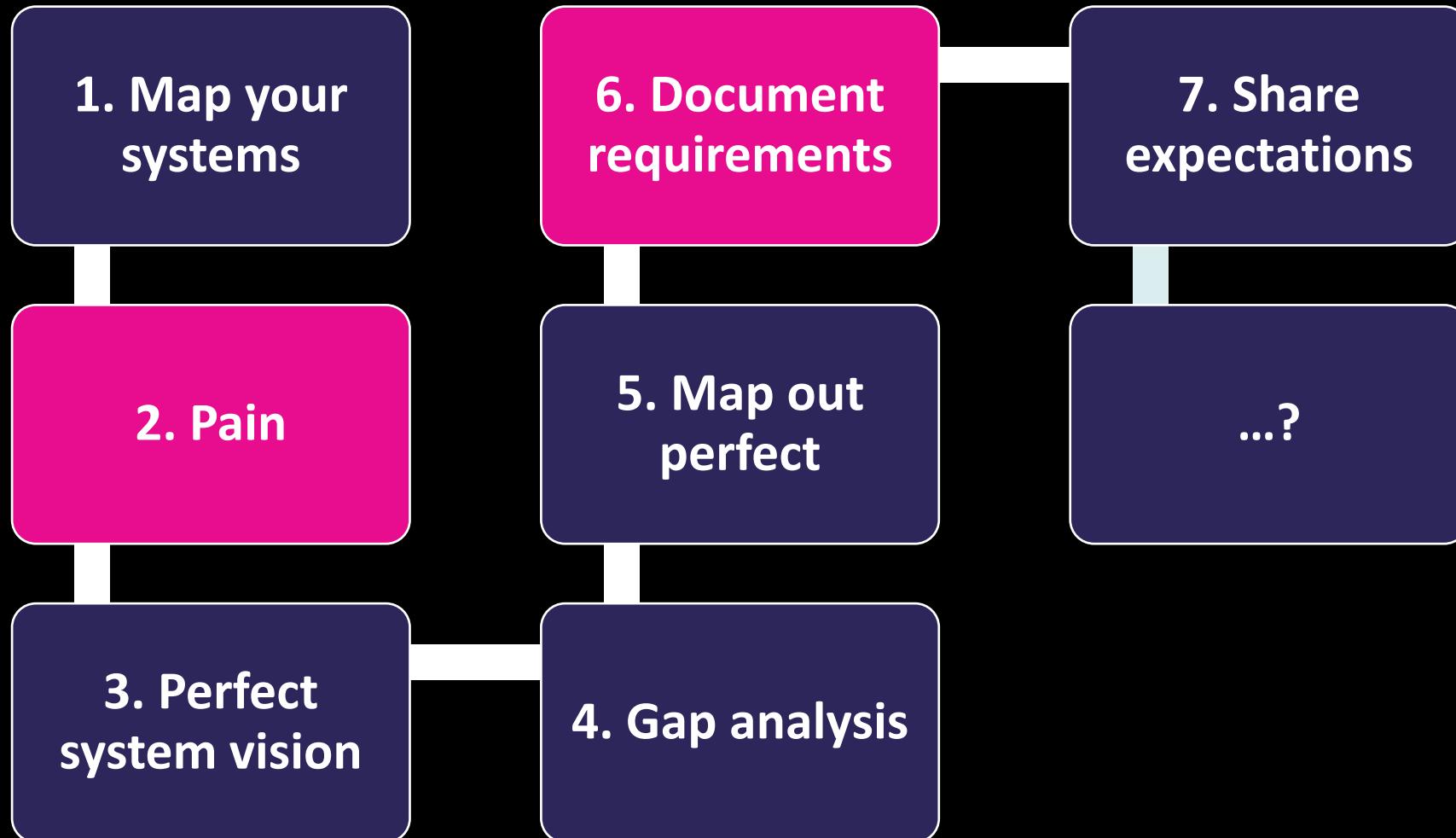
QUESTIONS OR COMMENTS?

- THANKS FOR LISTENING