

# Case Study: Field Services Solution





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**Jamie Low**  
Rollins Inc Project Manager



**Customer:** Rollins Inc  
**Country:** United States of America  
**Model number:** PJ-763MFi

## The Customer

Rollins Inc history goes back to more than 100 years ago, to the days when Otto Orkin went door-to-door to sell rat poison. Today, with more than a dozen wholly-owned subsidiaries, their company provides pest control services and protection against termite damage, rodents and insects to more than two million customers in more than 700 locations worldwide.

As their company continues to grow, they remain committed in providing extraordinary customer service and capitalizing on innovative technologies and processes to boost efficiency, productivity and bottom-line performance.

# REAL-TIME UPDATES

## The Challenge

Rollins needs to equip their technicians with mobile technology to speed up transactions, ensure compliance and improve customers' satisfaction.

Their technicians need to use iPhone® to send and receive data, work orders, instructions, customer histories, route changes or summaries and service tickets to satisfy compliance requirements and other customer-pertinent information in real-time.

The service tickets were previously handwritten, which include more than 30 pages for large customers as they need to include comprehensive information such as the types of chemicals used, weather conditions, customer data, service type and disclaimers.

Hence, their company needs an iOS® compatible thermal printer that could quickly print full-size 8.5" x 11" documents for their technician to be productive without returning to their office for paperwork. Their printers must be lightweight, portable, withstand hot and cold extreme temperatures, due to frequent outdoor use.

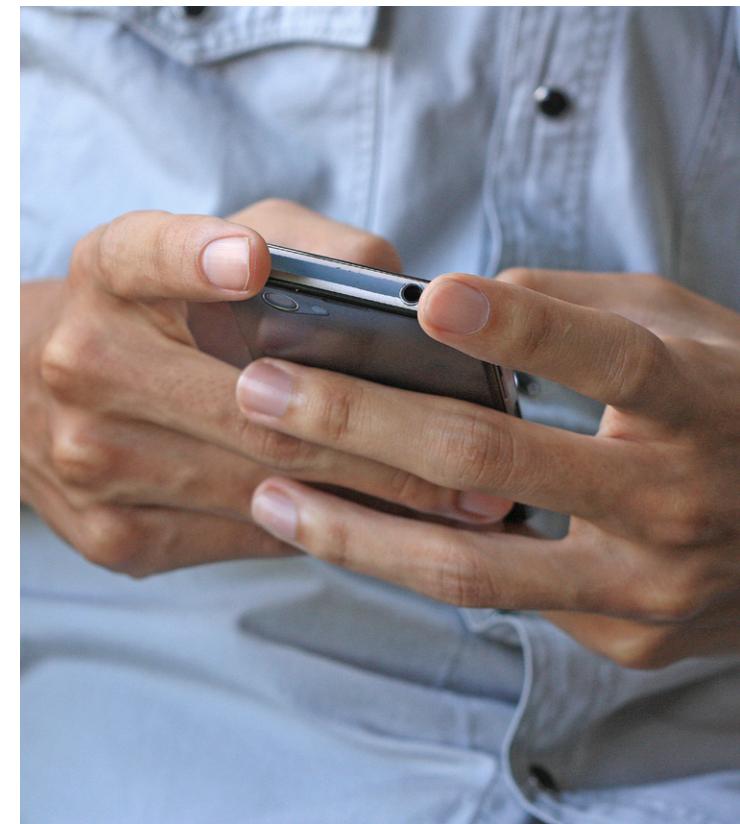


## The Solution

Rollins has collaborated closely with Brother's R&D team to configure their PJ-763MFi mobile printers to meet their requirements. The software compatibility was a challenge, given the nature of iOS® platform's software that changes according to performance requirements.

Rollins has worked closely with Brother to design a rugged yet streamlined printer caddy with a de-curling feature and see-through window for checking status lights.

"Brother was the only one that could print in that format. In the past, we had used Brother's printers that paired with our ruggedized handheld computers and we knew their products were reliable. Those factors were what got us interested in working with Brother's development team during major company-wide deployment. The exciting part was that we have helped each other. Brother has proved to us that they were serious about accommodating our unique needs. That's a key reason why we have been so highly satisfied with the rollout.", said Jamie Low, Project Manager at Rollins Inc.



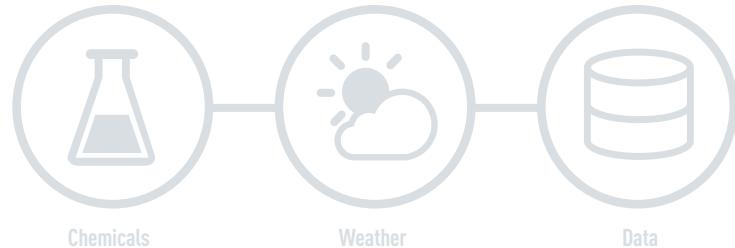
# COMPILE ALL CUSTOMER DATA IN ONE PRINTABLE DOCUMENT

Their technicians' mobile tool kits include iPhone®, PJ-763MFi mobile printer, battery case and printer caddy. Rollins has deployed 5,500 units of customized PJ-763MFi mobile printers. A depot vendor has configured their mobile kits, paired PJ-763MFi mobile printers with iPhone® and shipped directly to each technician.

During their deployment, a group of trainers has spent two weeks in each location to help these technicians be familiar and comfortable with their new customer relationship management platform and PJ-763MFi mobile printers. PJ-763MFi mobile printers were easily paired with Wi-Fi® for quick, seamless printing and are lightweight, compact and rugged enough for their technicians to bring to any customers' location.

The ability to print on-site quickly and accurately without having to return to their office to complete their paperwork has boosted their technician productivity significantly, as well as increased customers' satisfaction.

Brother's thermal printing technology has provided an added advantage, eliminating the need to deal with inks or toners, which is critical as their technicians need to print as many as 150 tickets weekly.



**“It’s a world of difference since the implementation. The deployment has streamlined our technicians’ work environment. It is more efficient and it enabled us to serve our customers better. None of that would have been possible without PJ-763MFi mobile printer.”**

## A win-win collaboration

Rollins has chosen a 36-month warranty on PJ-763MFi mobile printers but has serviced only a small percentage due to changes in their operating system rather than hardware issues. That has shown that PJ-763MFi mobile printers are durable and reliable, considering the serious wear and tear they are subjected to daily.

“Technicians could crawl under houses, climb on roofs, toss them in their truck, spill on them, fall on them. The only time we get a total loss is when someone forgets about it when they accidentally placed them on top of their truck.”, said Jamie Low, Project Manager at Rollins Inc. From the design phase to their implementation and continuing support, Brother has exceeded Rollins’ expectations.

“Brother’s technical team was extremely responsive during our implementation. They have worked with us hand-in-hand. When there was a need for an on-site presence, they have accommodated our requirement. That’s makes a big difference to us. Brother was committed to our success. It wasn’t just selling

us a product.”, said Jamie Low, Project Manager at Rollins Inc..

The large deployment taxed Brother’s production capabilities for extended life batteries, which are critical for their printers to keep up with the pace of their technician’s workdays. Their account team scoured the globe for batteries with inventory and kept the implementation on schedule.

Rollins has planned to roll out another lot of PJ-763MFi mobile printers in the near future by working with Brother closely to enhance their devices’ capabilities.

“We have real collaboration with the common end goal, which enable us to service our customers efficiently and quickly. Our technicians’ productivity was enhanced because of this mobile technology, which is a strong validation of our solution’s success and our overall company’s performance has benefited.”, said Jamie Low, Project Manager at Rollins Inc.

**Jamie Low**  
Rollins Inc Project Manager

