

## Case Study

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# Freedom Pest Control Created a Custom Pricing Application with SpreadsheetWeb

### The Challenge

Freedom Pest Control is a family-owned business Founded in 1994. They provide residential and commercial pest control solutions using scientifically designed, environmentally sustainable, and innovative treatment methods.

Since the very beginning, Freedom Pest Control used to manage their pricings using older methods but with time, especially during pandemic they realised that their current methods began to become insufficient for their business. Tom Drapeau, President of Freedom Pest Control, describes their challenge as "When the pandemic hit, all our Customer Service Representatives and our Office Manager went in different directions. We had to find a way to have a full pricing structure on everybody's laptop without having to email, copy pricing for later and upload it."

At this point, they started to look for a product that they can build their pricing tool with complex calculations while including different pricing combinations, that will facilitate the work of all employees.

They used spreadsheet programs such as Google Sheets and Microsoft Excel, but after a while they realized that these solutions were insufficient, and they thought that moving their pricing tools to a web platform would be a logical step. " I think the last spreadsheet we used was Google Sheets and we could only put like 2 or 3 different services out there and we could not cooperate with other services and costs as well. We had someone dedicated full-time, designing different models and spreadsheets. We were trying to keep up with it for months. because we

needed to change different combinations have different packages that we offer customers. Our tool was in development all the time and was never really fully operational."

### The Solution

Before SpreadsheetWeb, Freedom Pest Control also evaluated the custom coding option. Creating a web application from scratch was going to be time-consuming and costly. Spending thousands of dollars to create a web application from their spreadsheet did not make financial sense to the company. " We looked for someone to build an in-app that would work with all the CSR and field technicians could use, and the cost of that was prohibitive for many different reasons, and the cost of the web development was kind of crazy"

So, they started looking for a No-Code solution to easily move their pricing tables to the web platform with their complex calculations. Tom explains their journey exploring SpreadsheetWeb: "We found SpreadsheetWeb with Google search. Our Advertising Manager was looking for a solution for long time, I would say at least 3 months, trying to use different software packages. One day, she came up and met with you, we did an initial run through and decided to use SpreadsheetWeb."

With SpreadsheetWeb, Freedom Pest Control would be able to easily meet their needs such as web access, flexibility to change prices, an interface that anyone can easily use, and creating quotes in seconds. These reasons played a big role in choosing SpreadsheetWeb. "We looked for 3 different programs which had a lot of challenges, they made a lot of things we wanted to do but

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sharing privileges and multiple licenses requirement and updates were a nightmare. When we met with you, you said you were going to basically build out all the tables for us and allowed them to be interactive was a godsend.”

### The Results

With the help of the SpreadsheetWeb team, Freedom Pest Control was able to turn their pricing tool to a web platform with ease. “We did not do anything, we gave you the information, we build the spreadsheet and that was just simply trying to go through every different combination we have but however you build it and it was no small feat and you made it extremely interactive with CSRs; they do not have any technical ability but they were able to easily sign in and your menu driven program works phenomenally.”

Freedom Pest Control was able to deploy and go live with their pricing tool in the span of a few weeks without any coding. Tom describes the process as, “The process was extensive, and we were awfully underprepared in our end. SpreadsheetWeb team was able to walk us through a lot of the things that we had to figure out. We kept adding and changing things and the team would ask us questions about what we wanted, and it made us realize that we did not have enough information out there. In the end, it turned out to be a fantastic product”.

Another important point for Freedom Pest Control was that they needed the flexibility of easily changing pricings at any time and everyone could easily adapt to the changes made. By converting their Excel based pricing tool into a web application, Freedom Pest Control can now make

necessary changes in short time and can ensure that all their CSRs are using the latest version of the tool.

Tom describes outcome of this project as “With SpreadsheetWeb, we are able not only give quote to the customer in seconds, but it also took consideration to the nearest location where the technician would be travelling from, and it also gives us the ability to price things going back multiple times. it really was advantageous for us to come over to your company. We were in the 18th 19th centuries before we met you, and you were able bring us to the 21st century successfully.”

Tom explains the financial returns on using SpreadsheetWeb: “If you look at the cost savings, you have to contribute at least \$20.000 a year. When you build the application, we were operational and probably %40-50 more functional than doing it in Excel at a fraction of the cost.”

Freedom Pest Control now has a pricing tool that provides quote generation in seconds, is easy to customize by updating their Excel spreadsheet, and is reasonably priced with outstanding technical support. They can now produce accurate quotes from any device with a web browser, always keep their prices updated and their web application is operational all the time with zero coding.

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