



351 Lawrence Station Road • Lawrenceville, NJ 08648-2695

Telephone: (800) 949-2667  
Fax: (609) 799-3859  
Web Site: [www.cooperpest.com](http://www.cooperpest.com)

## **For Immediate Release**

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### **Wowbase Call Center Solution Introduced To Pest Management Industry**

By Phillip Cooper, 609-947-4503 [phil.cooper@whatplushow.com](mailto:phil.cooper@whatplushow.com)

Sources: Michael Ayars, Marathon Data Systems, (800) 762-0301 [mike@marathondata.com](mailto:mike@marathondata.com)  
Phillip Cooper, (800) 947-4503 [phil.cooper@whatplushow.com](mailto:phil.cooper@whatplushow.com)

Lawrenceville, NJ --- Marathon Data Systems announced that it has partnered with nationally recognized customer service consultant Phillip Cooper in creating a unique customer service solution to its clients called WOWbase.

The new product was introduced at Marathon's User Conference held in Tampa Florida November 15-17.

Cooper, the author of "What + How = WOW" a book on delivering WOW customer service stated, "The WOWbase allows PestPac clients to deliver consistent information to their clients and provides the platform to deliver excellent product knowledge."

The WOWbase, developed by Cooper in conjunction with the Marathon software team, is an add-on to Marathon's PestPac software. The add-on integrates with work orders, lead management and notes.

Mike Ayars, President of Marathon is excited about this new tool, "Phil enjoys the unique perspective of being an expert in both customer service and PestPac software. His WOWbase product should be a welcome solution to any pest management company that wants to take their customer service to the next level."

WOWbase provides companies the ability to deliver a consistent message to their clients. Similar tools have been available to call centers in other industries but an on-line solution has not existed for the pest management industry. WOWbase also provides users with content on pest biology and behavior combined with the specific scripting and process that makes each individual pest company unique.

Along with his customer service expertise, Cooper is President of Cooper Pest Solutions a Lawrenceville, New Jersey based pest management company. He developed WOWbase to overcome the product knowledge challenges his company was having in delivering WOW customer service

"In the past when a customer service representative had a question or had a client issue we would find the solution and then send an email to the rest of the team outlining our solution. The problem was

that the email would be filed away or forgotten and some months later we would send another similar email,” stated Cooper

“With WOWbase we are able to the call center topic and see what the customer service rep saw. We then can analyze why the representative was confused and usually what we find is that the information left room for interpretation. We refine and populate new information everyday into our WOWbase to deliver a better customer service experience everyday.”

The software integrates the five steps of WHAT Knowledge as part of Cooper’s customer service methodology. The WOW steps that Cooper has integrated into this package are excellent product knowledge; communication of expectations; only communicate what is needed; and documentation. These steps are brought to life through scripting and background information on pests and services.

In addition to scripting, call centers can quickly send emails to clients with attached marketing materials and the information is recorded in the client’s account.

The product is available through Marathon Data and is supported by Phillip Cooper. Implementations typically include an on-site visit for two days looking at a company’s processes, call flows and marketing materials in developing the WOWbase specific to the using company. Cooper and his team provide the ongoing support for this unique package.

Cooper is very excited about the possibilities for the pest management industry, “I am thrilled that our pest management industry will now have the tools that large call centers have had for a number of years. We will now have the ability to have on-line resources.”

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