

Best in pest: A commitment to customer care

People first, profitability second. For Gary Moore, this philosophy is the cornerstone of every single customer interaction. Driven to deliver the wow-worthy customer service he didn't see with other companies, Gary launched Bug Authority in 2013 to provide homeowners and commercial clients with the peace of mind they deserve when it comes to the peskiest problems.

"For 25 years, I worked for other pest control companies, and I grew frustrated with the number of times we told customers 'we can't do that,'" said Gary. "It was never something impossible to help with, but rather the commitment to customers just wasn't there."

Quick connections are key

Gary's commitment to excellence starts with how quickly he's able to connect with his customers.

"My customers have emergencies small and large," he said. "In the service business, response time is the most important contributor to the success of my business. How quickly we receive a customer's information and how quickly we contact that customer to help them is important."

It's not just the home services industry facing this kind of customer expectation. According to a study by HubSpot, 90% of consumers consider an "immediate response" to concerns to be important or very important.¹

"I've learned in my years in this business that if someone doesn't receive a response within 10 minutes, they've already moved on to another option," Gary said.

The right partner

Although he already had full-time help Monday through Friday, Gary needed to expand his commitment to his customers. He knew people were contacting Bug Authority during nights and weekends, and he wanted to ensure those people could receive the speedy responses they expected. With meaningful customer connections top of mind, Gary began looking for a solution he could trust to champion the style of customer service Bug Authority is known for. Before long, he found Ruby—which he now considers his trusted partner for customer communication.

"I've outsourced almost everything in my business that can be outsourced," he said. "I'm not a marketer and I'm not an accountant, so when you find the right partner, life becomes so much more productive. All I need are partners who let me run my business without worrying about everything else."

Part-time help—with full-time value

Although Bug Authority uses Ruby part-time, Gary sees the impact on his business around the clock. "If Ruby connects us with a customer needing a \$500 service during the weekend, I feel good about the value it brings," he said, adding with a smile,

"I can honestly say I'm making more money than I'm paying you."

Ruby's worry-free onboarding was a standout experience, especially after a frustrating start with a prior virtual receptionist solution.

"With my previous service, there was a lot of back-and-forth to perfect my setup, but once Ruby was up and running, I didn't have to touch it," said Gary. "I always receive the information I need to run my business and never have to worry. It's been seamless."

With access to the extensive suite of features Ruby offers in every plan, Gary has peace of mind knowing that when a customer is dealing with unwanted termites, bed bugs, or even a brown recluse spider, a friendly voice is on the line and ready to help. Ensuring live after-hours coverage is just another way his company is putting people first—and profit is never far behind.

1. [Hubspot Research, "Live Chat Exposes a Fatal Flaw in Your Go-to-Market"](#)