



CUSTOMER CASE STUDY

How Rose Pest Solutions Reduced Accidents by Over 50%

Rose Pest Solutions

Northfield, Illinois

Angie Persinger – HR Director

Jorge Guerrero – Safety Coordinator



The Problem



At Rose Pest Solutions, safety isn't just a policy—it's a mission. The company sends more than 150 drivers on the road every day, already enforces a phone policy, and equips vehicles with cameras that track driver eye movement. However, inconsistent enforcement still allowed distractions to creep in.

“The last stop of your day is the most important—that's when you get home safely. **Our employees are our #1 asset.**”

Angie Persinger, HR Director, Rose Pest Solutions

The results were costly and dangerous: multiple accidents each year, often involving stationary objects, and even incidents where drivers were caught on camera talking—sometimes while using CarPlay or Bluetooth.

The tipping point came when the combination of rising insurance costs, repeated accidents, and mounting research made it clear something had to change. Angie and Jorge Guerrero, Rose Pest Solutions' Safety Coordinator, decided it was time for a stronger solution.

The Solution



With its commitment to driver safety, Rose Pest Solutions adopted a “cell phone free” driving policy in August 2024 based on guidance from [PestSure](#), its captive insurance group administrator. To help enforce the policy, the company decided to implement LifeSaver Mobile's unique distracted driving solution.

Rose Pest Solutions chose the LifeSaver solution because it automatically detects driving and blocks unauthorized use of the mobile device, and requires no hardware installed in the vehicle.



Rollout

From the start, LifeSaver's team worked closely with Angie and Jorge to ensure a smooth launch. Once driver phone numbers were set up and the app was accepted, onboarding was seamless. LifeSaver Mobile's Customer Success Team stayed hands-on through the process, ensuring questions were answered and any issues were resolved quickly. Today, the policy is clear: **No phone use while driving—no calls, no texts.**

Driver Buy-In

Rose Pest Solutions framed the rollout around protecting drivers, not just company assets. Leadership emphasized their goal of safeguarding lives, which earned strong driver buy-in. They completed the deployment in only 30 days, making safety the clear priority from day one.

“When the team saw the heart behind the decision, there was less objection,” Angie recalls.

Results

Jorge's ongoing efforts to promote safety within the Rose Pest Solutions team includes monthly safety meetings with both leadership and drivers, as well as implementing policies and providing hands-on training. He also provides data-driven coaching using telematics trends and camera footage, allowing for individual driver safety assessments to be provided. The combination of his efforts, and their use of these safety solutions, including implementing LifeSaver Mobile in December of 2024, has made a clear impact. Angie and Jorge agreed that Rose Pest has reduced its auto claims by over 50%, as compared to the same time period in 2024. It continues to be a coordinated, top-down commitment to keeping every employee safe.

The Future

Rose Pest Solutions' vision is clear: Zero accidents.




They know it's a big task and a long road, but they still plan to:

- Reduce claims
- Expand driver education and safety advocacy within each branch
- Invest in more safety-focused technology, such as mobile device management (MDM) tools

“Safety is the most important—nothing else matters. No employees, no work.”

Angie Persinger
HR Director, Rose Pest Solutions

Key Takeaways

-  **50%+ accident reduction** in the first year
-  Improved driver compliance through values-driven messaging
-  Strong results from combining LifeSaver Mobile with ongoing coaching and safety programs