



How a Top Pest Control Company Cut Voicemail by 87% and Elevated Customer Satisfaction



Client

An independent franchise of Terminix

Industry

Pest control

Products/Services:

Pest control and extermination

Overview

A leading pest control company and independent franchise of Terminix with over 50 call handling service centers was losing potential customers due to long wait times and high call abandonment. Without visibility into their call patterns and relying on outdated phone systems, they needed to track and analyze call data to ensure more calls were answered by a live agent and to identify areas for improvement.

After wholly implementing Brightmetrics, the company quickly gained valuable insights from each call, giving them unprecedented access to the data needed to enhance call center performance. Within just 12 months, they achieved significant results. With Brightmetrics, the company now ensures calls are consistently answered, customers receive timely support, and their call centers are staffed to meet demand effectively.

Challenge

A prominent independent franchise of Terminix pest control company encountered a major hurdle. Despite having multiple call centers, their customer care representatives were overwhelmed by the high volume of incoming calls. As a result, many calls were either abandoned or diverted to voicemail. Lacking analytics and insights into their call patterns, the company had no way to gauge how many potential customers were being lost.

Outcomes

- ✓ **87%**
Reduction in voicemail messages
- ✓ **40%**
Lower call abandonment rate

“Brightmetrics showed us how to streamline our call answering process and revealed issues we weren’t even aware of. You simply can’t physically be in all those locations at once to gather that kind of data.”

Scott Adams, Corporate Supervisor of Manager Development and Data Analytics, Independent Franchise of Terminix

Recognizing the need for data-driven improvements, the company sought to enhance both its marketing strategies and phone system performance. Their business model prioritized a personalized, local approach, with each branch operating its own phone system and customer care agents. Leadership wanted to implement a comprehensive database and ranking system to ensure calls were answered by representatives rather than going to voicemail.

However, the challenge was compounded by outdated legacy systems across 58 call handling service centers, a mix of internet and phone providers, and inconsistent call center solutions. Although the transition to the Mitel platform helped unify their systems and improve the customer experience, its limited reporting capabilities still left them without the actionable insights they needed to drive further improvements.

Solution & Implementation

To gain the detailed analytics it needed across all call centers, the pest control company turned to Brightmetrics. This intuitive analytics platform provided a comprehensive view of their call center operations, offering both historical and real-time reporting. The company could now access crucial metrics—such as agent activity timelines, status reports, and queue information—through customizable dashboards.

By leveraging Mitel system data, Brightmetrics gave the company clear visibility into the customer journey and overall experience. This insight allowed them to optimize staffing, identify top-performing agents, and pinpoint areas for additional training.

Real-time monitoring empowered supervisors to address potential issues on the spot, preventing them from escalating. With Brightmetrics, the company tracks essential KPIs like call volume and ring time across all centers. Brightmetrics helps ensure the company consistently meets its business goals by unifying performance data and customer satisfaction metrics across locations.

Results

After implementing Brightmetrics, the pest control company was able to gather and analyze data across all of its contact centers, gaining critical insights into details such as:



Daily, weekly, and monthly call volumes



The number of calls sent to voicemail or abandoned



Overall call answer rates



Agent response times



How long did customers wait before hanging up

Equipped with this data, the company **reduced voicemails by 87% and abandoned calls by 40% within a year**—all while expanding its workforce.

Using these insights, the company made key adjustments. By analyzing abandoned calls, it identified the optimal time to let them ring before redirecting them to its internal rollover call center. Brightmetrics also helped pinpoint peak call times, allowing for more efficient staffing during high-demand hours.



The company's new data-driven approach also highlighted staffing needs, leading to hiring 20 additional agents—this improved response times and customer satisfaction.

With Brightmetrics, the call center team can track call paths to avoid delays, identify bottlenecks, and resolve issues swiftly. The IT team also benefits from real-time alerts about phone line problems, often fixing them before they affect customer service.

“Since adopting Brightmetrics, we’ve seen a 5.9% increase in answer rates compared to the previous period.”

Scott Adams
Corporate Supervisor of Manager
Development and Data Analytics,
Independent Franchise of Terminix

Conclusion

This independent franchise of Terminix once struggled with high call abandonment and excessive voicemails, driven by outdated and disconnected systems across its call centers. Adopting Brightmetrics transformed its operations and gained valuable data insights into performance, customer needs, and staffing requirements.

As a result, this independent franchise of Terminix dramatically reduced abandoned calls and voicemails, improved response times, and elevated customer satisfaction. Their agents are better equipped to deliver exceptional service, ensuring more calls are answered promptly and efficiently.



Brightmetrics equips contact centers and enterprises with intelligent analytics and reporting solutions to convert data into actionable insights. Our platform supports real-time and historical analysis, improving customer experience by driving strategic decisions and operational improvements. With Brightmetrics, businesses achieve smarter decisions, enhanced efficiency, and sustained growth through comprehensive data insights.