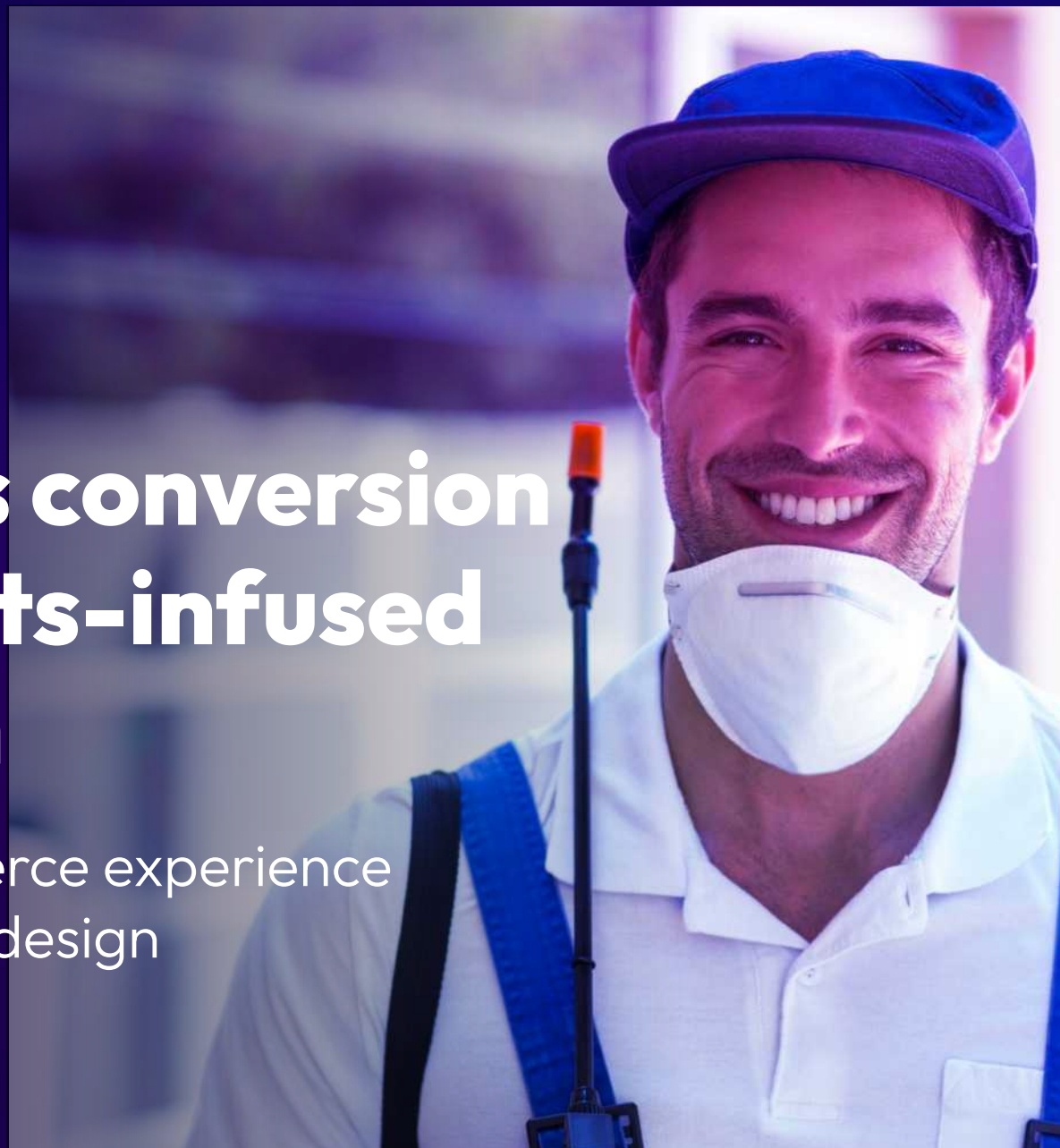




Terminix boosts conversion rate with insights-infused personalization

Driving frictionless e-commerce experience powered by end-to-end CX design



Pioneering Personalized Pest Control Experiences in the Digital Age

Terminix, a renowned leading provider of residential and commercial pest control with a legacy dating back to 1927, serves approximately 2.9 million residential and commercial customers across 24 countries and territories. Terminix recognized that in the ever-evolving digital landscape, delivering personalized experiences had become the true hallmark of success and a source of competitive advantage. Terminix was looking to reinvent and modernize its digital customer journey to align with their brand promise and enhance its key performance indicators (KPIs) at the same time.

Following an end-to-end analysis of Terminix's digital properties, Brillio designed a roadmap for a comprehensive customer experience (CX) overhaul, streamlining the customer journey and lead funnel. Our team was laser-focused on creating highly localized and relevant experiences for Terminix customers. Their aim was to boost brand awareness and lead generation. To deliver the best results, the implementation was focused around three main goals.

Firstly, the goal was to **improve traffic acquisition**, on top of the visual overhaul, Brillio focused on the website redesign efforts on enhancing SEO capabilities. The website navigation was revamped to make it more Google-friendly and relevant for users and the site structure was changed,

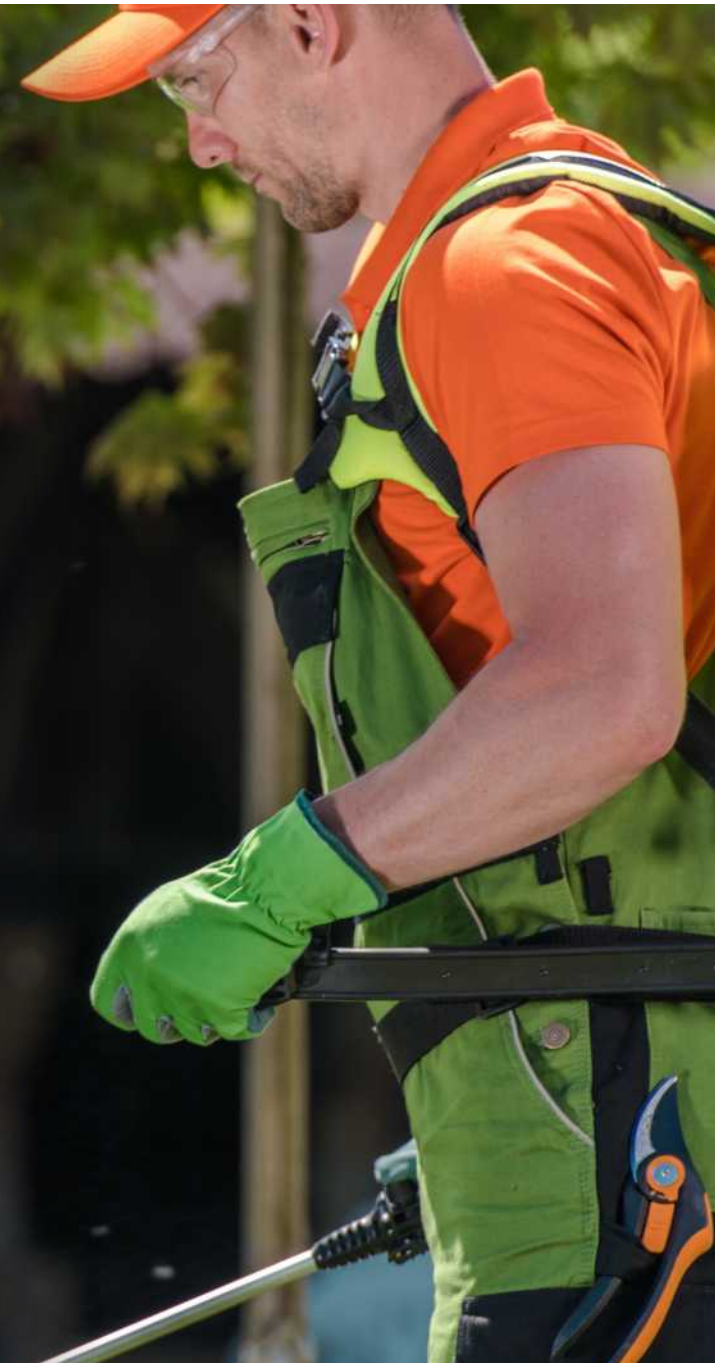
“Brillio has been a transformational partner in designing a frictionless experience for our customers. The roadmap Brillio imagined is instrumental to realizing a compelling user journey. The level of personalization and localization enables us to transform Terminix's digital properties and reach our customers.”

John Hines, Director and eCommerce Leader, Terminix

following a customer-oriented approach. The pre-existing website was not optimized for mobile devices, making it one of the top priorities for Brillio to improve the mobile experience. With a new responsive, SEO-friendly interface, localization was enhanced, along with the branch findability by adding a new 'Find my branch' capability.

Secondly, the aim was to **drive lead generation**. Personalization was the name of the game. Starting with a simple yet powerful change – displaying the user's location on the landing page – Brillio set the stage for a personalized content journey based on the user's location and specific regional needs, which Terminix leveraged to its full potential.

Finally, a **frictionless eCommerce experience** was paramount for successful digital endeavors. Brillio streamlined price and service communication significantly. With all the information readily available for the client, it was now for customers to complete transactions with minimal steps. Transparency and accessibility became the cornerstones of this transformation.



Turbocharging Terminix's Online Presence and Revenue Growth

Following Brillio's implementation, the revamped Terminix website saw a surge in both organic and referral traffic. The improved interface, new SEO-driven mobile website, and strong personalization options are boosting KPIs such as on-site engagement and conversation rate.

Terminix gained invaluable customer insights through enhanced analytics, reviews, and surveys. Brillio's deep-dive analysis uncovered potential areas of concern which could negatively impact revenue, such as site abandonment or promotion strategy adjustments. Strong recommendations were made to ensure that revenue remained strong and healthy.

Brillio also delivered an improved eCommerce functionality while streamlining the UX and added improved targeting via online product recommendations and promotion support.

Terminix uncovered invaluable customer insights and on-site engagement and conversion rates skyrocketed, thanks to the improved interface, mobile optimization, and personalized content options.



ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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