

Terminix Improves Appointment Scheduling and a Lot More with IVA®

Industry: Services – Pest Control
Company: Terminix
Application: Appointment Scheduling
Telephony: Cisco
Database: Multiple In-House Systems
Deployment: 7 Weeks



Business Challenge

Over two million households trust Terminix with their pest control needs. In offering high quality customer service, Terminix sends periodic appointment reminders that give customers the option to call if they want to reschedule appointments, make payments, or request other services. Due to the older demographic of customers and the complexity of these rescheduling calls, less than 20% of them were being handled by the company's IVR, driving up agent costs.



Solution

SmartAction developed a highly complex and robust Scheduling solution for Terminix. Utilizing tight ERP integration, advanced speech recognition, and the "Brain," IVA® is able to keep up with customers, providing accurate information and responding effectively to a variety of informal phrases (i.e. "I need something after five o'clock this week."). Customers are now able to reschedule appointments effortlessly, 24/7, and in a timely fashion without live agent assistance. Terminix was so pleased that they requested, and now employ, six additional applications from SmartAction, ranging from address updates to payment collections to FAQs.



Success by the Numbers

- **69%** of calls successfully handled by IVA®, more than doubling Terminix's expectations
- **7-week** development time
- Approximate savings with IVA®: **\$2+ million per year**

The SmartAction scheduling application developed for Terminix excels using 100% natural language and advanced speech recognition throughout all calls.