

Tackling Prioritization Challenges Across Diverse Business Operations

Company Name: Rentokil Terminix
Industry: Services
Revenue: 5.4 Billion GBP
Employees: 62,000+



Mission-critical priority

The CMO of Rentokil Terminix turned to Gartner to address prioritization challenges across multiple operations including commercial business, consumer facing business and speciality brands.



How Gartner helped

The client used:

- **Gartner Marketing Score:** to setup structures across commercial business, consumer facing business and speciality brands, helping the teams understand and prioritize their key needs and get clarity on time spent on each of those three areas
- **Gartner experts** who hosted sessions on Marketing Score and helped identify KPIs and determine audience targeting for brand marketing



Outcome

With support from Gartner for Marketing, the client:

- **Saved time and money** by identifying and prioritizing right key channels and content for marketing
- **Improved team's productivity** as instead of trying to do 20 things very thinly, they managed to deliver 5 or 6 things with a much greater intent and clarity

“Marketing scores really helped us...my colleagues across the team, at leadership level know where they're focusing, and then they can cascade that through the organization. As a broader leadership level, it's brought us together.”

- *Mark Reader, CMO, Rentokil Terminix*