

How Runn AI Helped a 1-Branch Pest Control Company Recover \$14K+ and Free 24 Hours per Week

A GorillaDesk-based pest control company improved collections from approximately 40% to 54% while reducing manual collection calls.

\$14K+ past-due revenue recovered	54% collection rate maintained	24 hrs/wk manual call time freed	< 1 week GorillaDesk integration
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<p>The Problem</p> <p>The company had 120 accounts that were 30+ days past due. Their internal team was collecting on about 40% of those accounts, but the process consumed a huge amount of staff time.</p> <p>One employee spent roughly 24 hours per week making collection calls at \$15/hour - the equivalent of \$360/week, about \$1,560/month, or roughly \$18,720/year in labor capacity tied up in collections.</p> <p>The business needed a way to recover more past-due revenue without adding headcount or continuing to rely on manual follow-up.</p>	<p>The Runn AI Solution</p> <p>Runn AI integrated with the company's existing software, GorillaDesk, in less than one week.</p> <p>Once connected, Runn AI began automated outreach to eligible past-due accounts, helping the company follow up consistently without requiring an employee to spend hours every week making calls.</p> <ul style="list-style-type: none"> Automated follow-up for eligible 30+ day past-due accounts Reduced reliance on manual collection calls Tracked recovery performance across accounts over time
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Results After Implementation

Within two weeks, Runn AI helped the company reach a 54% collection rate. Two months in, Runn AI is still maintaining a 54% collection rate across 240 past-due accounts worked, with over \$14,000 collected so far.

Metric	Before Runn AI	After Runn AI	Business Impact
Collection rate	~40%	54%	+14 percentage points
Manual call workload	24 hrs/week	Freed/reduced	\$360/week labor capacity freed
Accounts worked	120 initial 30+ day accounts	240 past-due accounts over 2 months	Consistent follow-up at scale
Recovered revenue	Manual process only	\$14K+ collected so far	Cash recovered from money already owed

<p>Labor Savings Math</p> <p>24 hours/week x \$15/hour = \$360/week of collection-call labor capacity freed.</p> <p>That equals approximately \$1,560/month using a 4.33-week month, or about \$18,720/year in annualized staff capacity. Over roughly eight weeks, that is about \$2,880 of labor capacity freed in addition to the \$14K+ recovered.</p>	<p>Partner Takeaway</p> <p>Runn AI gives pest control software providers, agencies, and industry partners a simple add-on that helps customers recover revenue they have already earned - without hiring more office staff or building collections software themselves.</p> <p>More recovered revenue. Less manual follow-up. Faster implementation.</p>
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Note: Results are based on an anonymized 1-branch pest control customer using GorillaDesk. "Accounts worked" refers to past-due accounts included in Runn AI outreach during the measured period.