

CASE STUDY

Sæla Increased Realized Revenue While Saving \$100,000+ in Annual Collections Costs

1% Higher realized revenue	\$100,000+ Annual cost saved	Faster Resolution Earlier visibility into customer disputes	AI-Powered Automated outreach across phone, text, and email
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The Challenge

As Sæla continued to grow, collecting past-due balances became increasingly time-consuming.

Billing specialists manually called customers, sent notices, and worked through aging buckets to recover outstanding balances. The process required significant effort, offered limited visibility into customer disputes, and made it difficult to identify the most effective communication channel for each customer.

The Solution

Sæla implemented Interval after a successful pilot across several branches.

Interval automated customer outreach across text, phone, and email while adapting to the communication channels each customer responded to best. At the same time, the platform surfaced customer disputes in real time, allowing the team to resolve issues sooner. Justin highlights that “The AI can reach out almost instantaneously through these different channels... and adapts to how the customer responds.”

The Results

1% Higher Realized Revenue

Sæla compared Interval against a six-month trial with an outsourced collections provider.

Interval generated approximately 1% higher realized revenue while keeping collections in-house.

Saved More Than \$100,000 in Annual Collections Costs

By leveraging Interval, Sæla saved more than \$100,000 annually.

Interval delivered stronger financial performance while allowing Sæla's internal team to remain in control of the customer experience.

Greater Team Efficiency

By automating high-volume outreach, Interval freed billing specialists to spend more time resolving customer concerns and less time making repetitive collection calls.

Earlier Visibility Into Customer Disputes

Before Interval, many customer concerns weren't discovered until someone answered the phone or even until a technician arrived at the customer's home.

Now because of Interval, Sæla receives dispute information much earlier, allowing the team to resolve issues more quickly.

“Interval has increased visibility of disputes, allowing us to take care of them more quickly and more efficiently,” Justin said.

“We compared Interval against collections solutions, and the results spoke for themselves. Beyond the financial impact, what we've appreciated most is having a partner that's willing to collaborate with us and continually improve the platform based on our needs. Our partnership reflects the values that define the Sæla way of customer experience—helping people, building value, and acting with trust and integrity—which has enabled us to better serve our customers and empower our teams.”

Sæla
Pest Control

Sæla, a Rollins company, is one of the nation's leading residential and commercial pest control companies. With thousands of customers across multiple markets, its customer care organization is responsible for billing, collections, customer support, and retention.

"What I appreciate most about Interval is the visibility it provides. It helps us identify collection opportunities earlier and scale our outreach in ways that simply weren't possible before. As a result, we're helping more customers and creating greater value."



Justin Chidester
Customer Care Manager at Sæla Pest Control