



Getting Started Guide

Introduction

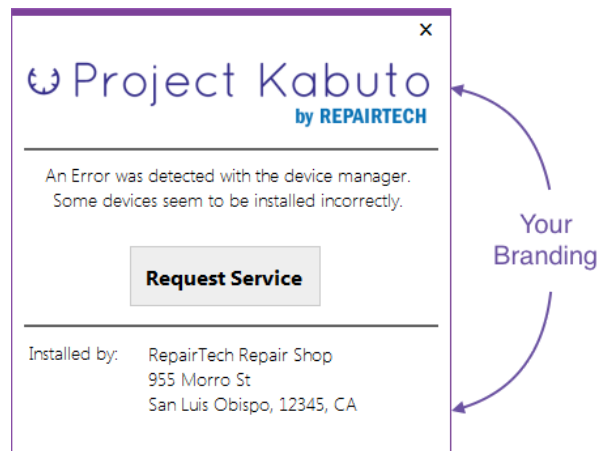
As a computer repair expert, you know that keeping your brand in front of your customers is important. Many shops struggle to maintain customer loyalty, especially in larger metropolitan areas. In addition, many shops experience seasonal fluctuations in their volume of jobs.

Kabuto solves these issues, and provides a way for shops to generate additional recurring revenue.

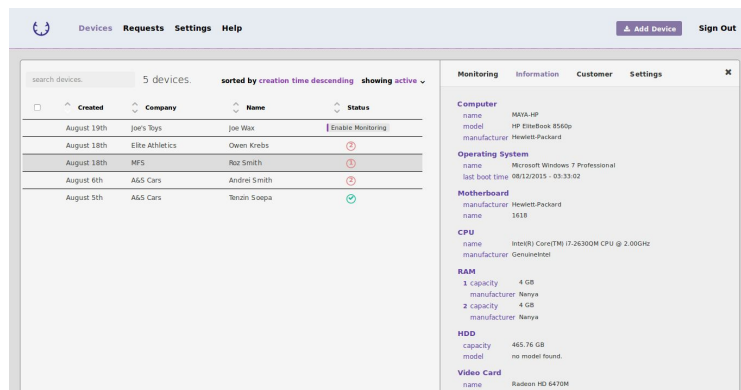
What is Kabuto?

Kabuto is a lightweight application that repair shops can install on computers after servicing them. Kabuto will detect issues on the computer and notify the user, enabling them to request service from a tech. Kabuto consists of two parts:

A customer facing Windows App that detects issues.



An Online Dashboard for managing devices.



How does this help?

Kabuto helps you get your brand, contact info, and logo in front of customers when they're having issues. Reinforcing your brand image and availability makes it more likely that they'll be loyal customers. It also enables them to easily request service from you at any time, increasing the ease with which they can develop a working relationship with you. Our customers have seen the following improvements after implementing Kabuto into their business:

- Increased Customer Loyalty
- More jobs per customer
- Increased revenue from upsells

Training your Customers to use Kabuto

Our most successful shops train their customers to use Kabuto as a communication tool. You can say:

“Use this to get in touch with me any time you need help”.

Michael's Outstanding PC Repair

Request a call from us and we will contact you as soon as possible:

Your Name:

Phone Number:

Email Address:

Hey - I'm wondering if you can help me out with this issue I'm seeing in the device manager?

Request a Call

Contact: Michael's Outstanding PC Repair (916) 555-5555
6283 Excellence Avenue michael@repairtechsolutions.com
San Jose, 95129, California

Store Hours: M-F: 9am-5pm

And you'll be surprised how often they take advantage of it. Just make sure you're billing them for any time you spend working on their machine. When they request service from you, you'll get an email, and a listing on the Requests page of your Kabuto Online Dashboard. Once you've been notified of an issue, you can give your customer a call or shoot them an email to help them out.

Building Recurring Revenue with Kabuto

Growing your computer repair business is easy with Kabuto. When you're done servicing any customer, offer them one of the following:

Basic Package: Includes Windows App for communicating with a technician at any time, and desktop notifications to customer when an issue is detected. You can provide this for free to customers, and try to upsell them on the Monitoring Package.

Monitoring Package: Includes Basic Package features, plus Tech Monitoring so the technician can proactively see the issues as they occur, rather than waiting for the customer to contact them. This enables the technician to fix issues faster, and even prevent them from affecting the customer's experience. Shops usually upsell the Monitoring Package for \$5/month.

Managed Antivirus Package: Includes Basic and Monitoring features, so the technician plus Emsisoft Anti-Malware managed by you from the Kabuto dashboard. They'll have peace of mind that you're ensuring they have the best AV solution on the market, and that they're secure. This usually sells for at least \$10/month.

ROI and Best Pricing Practices

Your revenue from Kabuto will come in two forms: Jobs Created, and Monitoring Packages Sold. We've found that each customer will provide you with 1.25 jobs per year when Kabuto is installed on their computer, and that an average job brings in around \$75 in revenue. We've also seen that most of the shops upsell Monitoring Packages to their customers for around \$5/month. So here's how that looks for shops overall:

Revenue Generated per Customer

Package Sold	Revenue from Package Price to Customer	Revenue from Jobs Generated	Cost	Profit
Basic Package	\$0 (Provide for free)	\$93.75/Year	< \$0.47/Year	\$93.28/Year
Monitoring Package	\$60/Year	\$93.75/Year	\$6.47/Year	\$147.28/Year
Managed AV Package	\$120/Year	\$93.75/Year	\$30.47/Year	\$183.28/Year

Have any questions?

We provide [weekly webinars](#) where you can learn how to use our products, and get any of your questions answered. Sign up for a time that works for you, shoot us an email at support@repairtechsolutions.com, or give us a call at (805) 242-0648.