Disking Drives Growth with RAAS and ESET Partnership

With six stores across the South of England, Disking Computers has been a trusted IT partner since 2005. By adopting ESET's RAAS programme, they've saved time, increased efficiency and built a steady stream of passive income, while keeping customer service seamless.

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Q: Can you give us a quick overview of your business – who you are, what services you offer, and the types of customers you typically work with?

A: Disking Computers is a well-established IT retailer and service provider, operating six retail stores across Surrey, Hampshire and West Sussex. We offer a comprehensive range of services, including computer and laptop repairs, virus and malware removal, new hardware sales, setup and installation and a wide selection of accessories to meet our customers' needs. Our team prides itself on delivering friendly, personalised support, particularly for home users who value expert advice and approachable service. Whether it's helping someone choose their first laptop or resolving a complex technical issue, we aim to make technology accessible and stress-free for everyone.

Q: How long have you been an ESET partner/reseller?

A: We've been an ESET partner since 29th December 2005, proudly offering their trusted security solutions for nearly two decades. Over the years, ESET has become a key part of our service offering, thanks to its reliability and the confidence it gives both us and our customers.

Q: Roughly how many ESET licences do you manage today?

A: At present, we manage around 2,475 active ESET licenses, protecting a total of 3,876 devices, demonstrating the trust our clients place in our security solutions.

Q: What was your process for managing ESET renewals before joining RAAS?

A: Before joining RAAS, our renewal process was more manual and hands-on. We relied on our custom CRM to send email reminders, followed by asking customers to visit the store or give us a call. If there was no response, we would then begin making follow-up calls to ensure renewals were handled.

Q: What kind of time or resource commitment did that require?

A: On average, managing each customer renewal required about 10 minutes of time and resources.

Q: Were there any pain points or challenges with that process (e.g. missed renewals, admin burden, customer communication)?

A: Yes, we faced a few challenges with that process, including difficulty reaching customers by phone, the significant time commitment involved, and dealing with a slow, cumbersome portal.

Q: What made you decide to sign up to the RAAS programme?

A: We decided to sign up for the RAAS programme when it was offered as a strategic opportunity to help us retain revenue that was increasingly being lost to online competitors. With more customers turning to websites for renewals and purchases, we recognised the need for a solution that would streamline the renewal process, improve customer retention, and provide a more efficient way to manage renewals. RAAS presented a way to strengthen our customer relationships while protecting our revenue streams in a competitive market.

Q: What reassurances or factors helped you feel comfortable making the switch?

A: What reassurances helped us feel comfortable making the switch were the certainty that payments would be collected reliably, along with the confidence that comes from a long-term partnership built on trust. Knowing we could count on consistent revenue and strong support made the decision much easier.

Q: Since joining RAAS, how has it affected your day-to-day operations?

A: Since joining RAAS, it has significantly reduced the number of renewals that Disking needs to chase manually, allowing us to focus more on other important aspects of our business.

Q: Have you been able to redirect staff to other activities as a result and if so, what kind?

A: Yes, by reducing the time spent chasing renewals, we've been able to free up valuable time across our entire team. This has allowed staff to focus on a variety of other important activities, such as providing enhanced customer support, working on sales

initiatives, managing inventory more efficiently, and improving overall operational workflows. The extra capacity has helped us boost productivity and deliver better service to our customers.

Q: How would you describe the overall financial impact (e.g. steady commission, passive income, increased efficiency)?

A: The overall financial impact has been very positive, providing us with a steady stream of passive income. This reliable revenue source helps improve our cash flow and allows us to focus on growing other areas of the business without constantly worrying about renewals.

Q: Have you received any feedback from your customers on the renewal process since switching to RAAS?

A: Yes, the feedback from our customers has been very positive. Many of them don't even realize their renewals are handled through RAAS, they still feel like they're renewing directly with Disking. The process has been seamless and hassle-free, which helps maintain trust and satisfaction.

Q: What would you say to other ESET resellers who are hesitant to let ESET contact their customers as part of RAAS?

A: To other ESET resellers who might be hesitant about allowing ESET to contact their customers as part of the RAAS programme, I'd encourage them to trust the process. RAAS is designed to support resellers by handling renewals efficiently, which not only helps reduce the administrative burden but also creates a steady source of passive income. By letting ESET take on the renewal communications, you free up valuable time and resources to focus on growing your business and serving your customers in other ways. Plus, the programme maintains the customer relationship seamlessly, so your clients still feel they're dealing directly with you. Overall, RAAS offers a reliable, low-risk way to improve renewal rates and revenue without compromising your connection with your customers.

Q: Are there any additional benefits?

A: Another great benefit is that customers can renew their licenses outside of Disking's regular business hours. This added flexibility makes the renewal process more convenient for them, improving customer satisfaction and ensuring renewals aren't missed simply because of timing.

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